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# Some Ethical Principles for a Follower of Jesus Christ Seeking to Lead in the Marketplace

C. William Pollard

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**Some Ethical Principles for a Follower of Jesus Christ  
Seeking to Lead in the Marketplace**

**C. William Pollard  
Chairman, The ServiceMaster Company**

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1. Be prepared to walk where Jesus walked and to let your light so shine.
2. Serve as you lead, learn as you teach, and never ask someone to do something you are not willing to do yourself.
3. Accept people for their differences and their potential. Recognize the dignity and worth of each individual as a special creation of God.
4. Invest in the growth and development of the people you lead, earn their trust and do not steal their ability to make a decision.
5. Be a steward and not slothful in the use and development of the gifts, talents and resources God has given you.
6. Seek a productive result from your work and the work of others. Never allow some to benefit at the expense others.
7. Integrate your faith with what you do in both your private and public life. Be transparent and do not compromise truth.