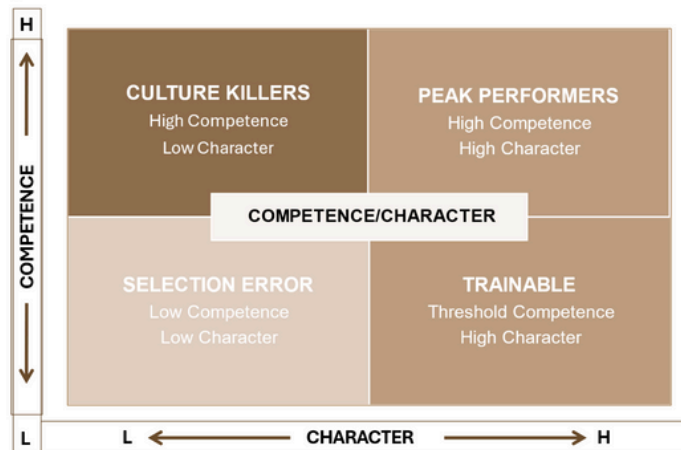


Get Better At Who We Are To Get Better At What We Do

Pressure test your culture by answering two questions:

1. Does a person of high competence and low character get a pass?
2. Does a person of high character with threshold competence get a chance?

Competence matters. **CHARACTER MATTERS MORE.**



The answer to these two questions has a far greater impact on performance and de-risking business decisions than you may realize.

Key Facts: Character and factors like persistence predict academic, job and personal success better than intelligence (Nobel economist Heckman). West Point's Professor Matthews coined the term "25/75 rule" to describe his findings that intelligence accounts for 25% of performance variance, while factors such as character and commitment account for 75%. This finding explains why West Point relies on character-based leadership to cultivate reliable performance under pressure. A study of 20,000 employees conducted by Leadership IQ showed 89% of terminations resulted from character issues rather than competence issues. Further findings show that each departure cost one-third of the position's salary plus hidden productivity and morale costs.

The Challenge: Elite soldiers, Olympic athletes, and NASA astronauts aren't superhuman—they've simply received specialized resiliency training that remains largely confined to these select groups. The powerful mental frameworks and team-building techniques that enable these professionals to perform under extreme pressure are rarely taught to everyday teams and organizations.

The Opportunity: Modern neuroscience confirms what Aristotle proposed over 2,000 years ago—our character is shaped by where we put our attention and what we practice. These resiliency skills aren't genetic gifts but teachable methods that deserve to be democratized and made available to everyone. While competence matters, both science and ancient wisdom prove that character matters far more.

Learn More

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“All people are the same; only their habits differ.” ~ Confucius

Catch Phrases



Trust: Trust is Efficient

Compassion: Service Before Self

Courage: Do the Hard Right Rather Than The Easy Wrong

Justice: Live by Conviction Not Circumstance

Wisdom: Strive to Understand Rather than be Understood

Wisdom: Strive to Understand Rather than be Understood

Hope: Be Better Not Bitter

1. Use the catch phrases to reflect on times in your life, either personal or professional, when the presence or absence of virtue impacted performance.
2. Consider the quote “All people are the same, only their habits differ.”
 - a. What habits do you want to use more?
 - b. What habits do you want to use less?

Relationships First, Performance Follows:

Metrics define progress, but relationships fuel success. Google's research proved how people treat each other impacts performance more than who is on the team. MIT found that 66% of ROI impacts leadership and teamwork, while Gallup showed 70% of engagement depends on leader-team relationships. For at least 3,000 years, character defined by virtue has been the best relationship technology humans have invented.

Better Humans Better Performance:

Who we are is defined by our character strengths and our character flaws. Who we are is how we lead. Who we are is how we show up as teammates.

Imagine a team that does not expect perfection; they trust members who demonstrate resilience after failure and prioritize collective learning over individual achievement. Imagine a team that pivots when, not if plans collide with the unforeseen. Imagine a team that values ideas over status, with leaders and followers exchanging roles through vulnerability and humility.

Teams built on trust move fast and save money, while distrustful teams move slowly and are expensive. Practicing virtue strengthens engagement and teamwork. Imagine being part of a team like that.

Now wouldn't that be an awesome place to work?

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