

Ethics is not easy



From our guest contributor Michael Josephson.

Let's be honest. Ethics is not for wimps.

It's not easy being a good person.

It's not easy to be honest when it might be costly, to play fair when others cheat, or to keep inconvenient promises.

It's not easy to stand up for our beliefs and still respect differing viewpoints.

It's not easy to control powerful impulses, to be accountable for our attitudes and actions, to tackle unpleasant tasks, or to sacrifice the now for later.

It's not easy to bear criticism and learn from it without getting angry, to take advice, or to admit error.

It's not easy to feel genuine remorse and apologize sincerely or to accept apologies graciously and truly forgive.

It's not easy to stop feeling like a victim, to resist

cynicism, or to make the best of every situation.

It's not easy to be consistently kind, to think of others first, to judge generously, or to give the benefit of the doubt.

It's not easy to be grateful or to give without concern for reward or gratitude.

It's not easy to fail and still keep trying, to learn from failure, to risk failing again, to start over, to lose with grace, or to be glad of another's success.

It's not easy to look at ourselves honestly and be accountable, to avoid excuses and rationalizations, or to resist temptations.

No, being a person of character isn't easy. That's why it's such a lofty goal and an admirable achievement.

This is Michael Josephson reminding you that character counts.



Michael Josephson is an influential and internationally renowned champion of character education for youth and ethical conduct in business, government, policing, journalism, sports, healthcare and law. He is credited by many as the person most responsible for reviving and professionalizing the character education in school and youth-serving organizations. In 1992, under the auspices of the Josephson Institute he created CHARACTER COUNTS!, the world's most widely implemented character development initiative based on a common language of shared values – the Six Pillars of Character) and Pursuing Victory With Honor (1996), a companion program promoting ethics in sports.

[Click here for more information on character education.](#)