

# Got courage?

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"Courageous people aren't afraid of swimming against the tide or challenging the status quo."

- Frank Sonnenberg

@TheRayCenter  
#CharacterCounts

age possess ten shared characteristics. They should remain as guideposts in your journey through life:

- **Self-confidence.** Courageous people believe in themselves. They know who they are and what they stand for.
- **Conviction.** You always know where courageous people stand. They're passionate about their beliefs and values and have consistent and predictable behavior.
- **Integrity.** Courageous people know the difference between right and wrong. They don't just talk about honor; they live it every day by following the letter, as well as the spirit, of the law. They are trustworthy, objective, fair, and tolerant, and they stand up against injustice – backing their words with action.
- **Leadership.** Courageous people aren't deterred by adversity or afraid of what people may think of them.
- **Compassion.** Courageous people put other people's needs ahead of their own.
- **Objectivity.** Courageous people believe that people are

willing to make tough decisions if the options are presented to them in an open, honest, and objective manner.

- **Strength in adversity.** Courageous people aren't afraid of swimming against the tide or challenging the status quo. They stare adversity in the eye – running toward the problem rather than away from it.
- **Change masters.** Courageous people step outside their comfort zone to meet the challenges that lie ahead.
- **Embrace the unknown.** Courageous people follow their intuition. If information required to make a good decision isn't available, they follow their instincts.
- **Action.** Courageous people put their money where their mouth is. They know that it's not enough to talk about doing something – instead, they act.



Frank is an award-winning author. He has written six books and over 300 articles. Frank was recently named one of “America’s Top 100 Thought Leaders” and one of America’s Most Influential Small Business Experts. Frank has served on several boards and has consulted to some of the largest and most respected

companies in the world. Additionally, *FrankSonnenbergOnline* was named among the “Best 21st Century Leadership Blogs,” among the “Top 100 Socially-Shared Leadership Blogs,” and one of the “Best Inspirational Blogs On the Planet.” Frank’s new book, *BookSmart: Hundreds of real-world lessons for success and happiness* was released November 2016. © 2017 Frank Sonnenberg. All rights reserved.