

POWERLUNCH

#1 LIFE**CODE**

Discovering The Power Of A Principle-Centered Life

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[Dr. McKinley, message, *Discovering The Power Of A Principle-Centered Life*]

...thank you for singing that wonderful song that you've written. What a great song for a New Year, to remember that your life is a portrait in progress and there are some incredible things in store for you, in the days to come, the days of this New Year and I hope that your New Year is off to a fantastic start and I want you to know mine is because so many of you showed up to be a part of PowerLunch today. It would have been terrible to have been here and had nothing but empty tables and a..., that's always my nightmares that I'm gonna show up, get here and nobody else is gonna come and a..., I just want you to know I've got great anticipation of a fantastic New Year with so many wonderful friends who've come to be a part of the start up of PowerLunch 2006 and I hope and I trust that you have had a..., an incredible...an incredible holiday time. I hope that Christmas was wonderful for you, for your family, your friends. I hope that the New Year is off to a great start. Do I have any Texas Longhorns? A few of those, yeah, I thought there might be a few here. You know we got to church Sunday morning and there was a cow loose out...right over here, just behind the building over here and a..., somebody wondered if it was a feeble attempt to, you know, kinda get a statement for the Longhorns out there. It didn't have any horns, but, you know it was out there wandering around on our campus and a..., needless to say a..., last week was a big week for the Texas Longhorns and a..., we're excited for many of you as I know that was a very celebrated win, when in fact in the 3rd quarter it looked like USC was going to a..., take it all the way home. But those Longhorns stayed in and stayed at it and there's a lot to be learned about finishing well from what they did last week and a..., that was great and a great experience so a..., congratulations to many of you.

I'm curious to know something a..., it seems that in our world that technology continues to find it's way to the forefront a..., of everything that we do and how many of you received some sort of a gift that was technology related this Christmas? How many of you got a...okay that's many of you. How many of you got a new computer this Christmas? I'm curious about that, alright, a number of you did, a..., for many of you a computer's obviously something that's become a part of the a..., you know, just a part of the necessary a..., tools of work in the world in which we live. For some of you who've done that, for some of you it may have been a first, although for many of us we're upgrading and...and a..., getting new computers today. A..., not long ago I got a..., well I got some things about

life in America in 2006 that relate to our work and computers and I thought you might enjoy seeing a few of these, especially if you received one. Some of you, like me, are part of the baby-boom generation, you may be a..., moving in to a..., that new dynamic. You know baby-boomers started turning 60, now I'm nowhere near that but, started turning 60 a..., in a..., 2006 and I enjoyed this because baby-boomers are still playing catch-up with their kids on technology.

"Hello Bob, it's you father again, I have another question about my new computer. Can I put a tape...can I tape a movie from my cable TV, fax it from my VCR to my CDROM, then e-mail it to my brother's cell phone so he can make a copy on his neighbors camcorder?"

Ha, ha, ha! [audience laughter] How bout this one? This describes life today.

"Dear Andy, how have you been? Your mother and I are fine, we miss you. Please sign off your computer and come downstairs and have something to eat. Love Dad!"

Ha, ha, ha, ha, ha, ha, ha! Now let me just ask this. How many of you've ever called your kids on cell phones in the house? Okay, I just, I've done it, I just wanted to know, all right, just findin out. [audience laughter] How bout this? I couldn't pass this one up.

"My name was David, but it sounded so old fashioned so I shortened it to DVD."

Ha, ha, ha, ha, ha, ha! I think I'm gonna start answering to that. DVD! All right, here we go. How bout this one?

"Your baby's developing very nicely, would you like to send him an email?"

Ha, ha, ha, ha, ha! [audience laughter]

"Sorry about the odor dear, I have all my passwords tattooed between my toe."

Ha, ha, ha, ha, ha! Passwords. Boy, you talk about a curse of this age, it's tryin to remember, what was that password I came up with? Then how bout this one?

"The computer says I need to upgrade my brain to be compatible with this new software."

Ha, ha, ha, ha! And then how bout this?

"You said...said I should spend more time with out children so I turned their faces into icons on my computer."

[audience laughter] Ha, ha, ha, ha, ha, ha! Well, that's all a part of

this world in which we're living and computers have changed our lives as have all other forms of technology that we are involved in. And not only have computers opened a whole new world and a whole new way of life a..., it's also provided a means of discovery a..., we know more about ourselves, about what we do and about our habits than ever before because of all of the activity that is going on online.

I was curious to read at the end of 2005 that the Merriam Webster Dictionary, the online dictionary put out a list of the top ten words that were searched by the search engine for last year and interestingly enough, do you know what the number ten word was on the list? Inept...inept, it seemed that it was a year when a lot of the people wanted to know what does it mean to be inept because we seem to have that use and that word related to a number of people and circumstances last year. And then, of course, there were some other words that were there. Many people looked up the word tsunami. That was an early leader last year, people wanted to know and understand just exactly what is a tsunami? And then there was the word levy, you might imagine when that word began to appear and people started trying to read and understand more about levies and the levy systems. And then it wasn't long before the word refugee made it's way to a..., this list of the top words that were used last year. Then there was the word filibuster, a lot of us wanted to go back and understand American history again and so we a..., tried to understand what exactly is a filibuster. And then the word pandemic, the word pandemic found it's way into the top ten words a..., last year. This is such a fascinating thing because apparently, last year, there was one evening when on American Idol, at the very end of the show, Simon Cal, one of the judges, used the word insipid and within a matter of an hour hundreds of people went online and tried to find out about what is this word insipid. Now I don't know what you know about the word, but it means lacking in qualities that interest, stimulate or challenge; something that is dull or flat. Sounds like a comment that Simon Cal would make, doesn't it? Huh? By the way American Idol starts again next Tuesday night for any of you, I just thought you might wanna know that. [audience laughter] I know that because I have a 16 year old and a..., she'll be very interested in that, watching that together. But it's amazing how our habits are changing in the things that we're doing; how that just hearing a word on television can send us to the dictionary and suddenly they can track the fact that people all over America are trying to track down these words. But do you know what the number one word was on the list last year? Of all the words that people tried to look up on the online dictionary, the Merriam Webster Dictionary? Do you know what the number one word was last year? Integrity! The number one word that people searched and researched was the word integrity, the word that literally means, firm, adherent to a code, incorruptibility. The idea that people said I need to understand what is this concept of integrity. Everywhere we turn people are talking about integrity and yet everywhere we go we're all wondering who can we trust? What is the basis of reliable truth? Where is credibility found and how is credibility established? And everywhere we turn and everywhere we look we find that we're all searching for standards of judgment in the issues of life, because every single day in my life and every single day in your

life we each engage a variety of issues, questions, decisions and pressures that cause us to try to understand, how do I make a good judgment? How can I do what is right? How can I be a person who lives with a sense of a code that is a code of standard and a code of integrity? Now I would imagine that most of you have some form of policy manual in the business of which you are...how many of you have a policy manual? Many of you! Do any of you have a code of ethics that are a part of your business? Okay, many of you have. I know, listen, in the business world today there has been a mass movement to try to figure out how do we write the code of ethics for business, but far beyond the matters that relate to just what you do in your office, in your realm, in your particular area of applied activity and knowledge in business, there is a need for everyone of us in life to have some sort of a code, some sense of a guidance and a direction that will help us to be able to do what is right and to be established and qualified as people who can be defined as a people of integrity. Now I have to say very honestly and openly to you today that one of my greatest desires, through the forum of PowerLunch, is to raise the bar and to challenge a higher standard for every person who comes here in their life and in their work. I certainly wanna do everything that I can to champion and to encourage better business because we meet and gather, but not only what you do in the realm of the marketplace of commerce, but in your family life, in your moral judgments, in your social concerns, I wanna help to do everything I can to encourage, to inspire and to instruct you in ways that will help you to live life by a higher standard. In fact what I really want you to see and to know, is this, that I want you to make the connection between ethics and effectiveness in your life, that what you are effects what you do and it's not just segmented to one area or another, it really touches every part of your life, total package. And I want you to be able to make the connection between the ethics by which you live your life, that is the principles that govern you and the effectiveness and that is the product and the performance and the outcome of your life and I believe that as much as you have codes of ethics in business and in finance and in all of these things that every single person in this room needs a code for life, because no matter how much I may desire or you may desire or a business may desire to write a manual of policy and procedure for what we do, you can't write everything in a manual. But, what you can do is that you can learn some principles that will make a difference in how you live your life and so in the opening months of 2006 I want us to consider the subject of a life code and I wanna talk about discovery the power of principle-centered living in life. And I want us to examine some principles over these next few weeks that will help us to enlarge our understanding of how to live life and maximize effectiveness because of the fact that we are living life with a greater sense of ethical strength and ethical guidance.

In the book of Proverbs, the book of wisdom in the Bible, Proverbs chapter 10 and verse 9 we read these words:

He who walks with integrity walks securely, But he who perverts his ways will become known.

If you wanna walk with security in your life then you see to it that what you are and what you do, what you know, what you believe and how you practice all come together as one, because when you walk with integrity, you walk securely. You want greater confidence, you want greater effectiveness, you want greater benefit in your life and the year to come, you're makin resolutions from one end to the other of the spectrum of life, to do better, to be more, to all these things in life, that's all great, but the secret to it all is learning to be a man and a woman of integrity and when you talk about integrity you're talking about your life code. You're talking about the standards, you're talking about the measures, you're talking about the way that you look at life, examine life and evaluate life and most importantly you are talking about the principles that govern your life. What are those principles? Well, I'm going to begin today by suggesting that we need to explore the value of a principle focused book, we do need some principles and I believe that I have a source and a resource to help you with some of the very principles that are needed in your life and mine in order to establish a life code. And I believe that it is literature that provides wisdom for every day life and it's actually out of the book that I just referenced, the book of Proverbs. Proverbs is a collection of sayings more than it is a collection of thoughts. That is the thoughts aren't all complete like they are in a narrative, a story, they're just a group of sayings and one may not relate to the next, but they're there and they're back to back, side by side and every one of them gives us a little bit of wisdom for life and so I want us to spend some time exploring the value of a principle focused book so that we can address some of the life issues.

In many ways the book of Proverbs is like having a sermon in a sentence. You can read and get an insight just from one simple statement, just as we did on the basis of integrity.

He who walks with integrity walks with security, But he who perverts his ways will ultimately be exposed.

And have we seen that happen? Have we seen that happen in our world and our society over and over again; powerful people, smart people, skilled people, gifted people, opportunistic people, profiled people, all who have found themselves exposed, because somewhere, somehow, somehow the life code fell to the side in their life. Well, I wanna help us to be able to do that and to use this book of Proverbs and to gain some practical insights for effective living. Now all of us are familiar with some proverbs. Probably many of the proverbs that you know in life are proverbs that we don't find in the Bible, but I can assure you that you know them. Let me just give you a little test. Let me see if you know any of these. Check this out...

And apple a day...

What's the rest of it?

...keeps the doctor away.

See you knew that didn't you? How bout the next one?

A stitch in time...saves nine.

Okay!

Early to bed, early to rise makes a man healthy, wealthy and wise.

Pretty good! How bout this last one, do you know this one?

Sticks and stones may break my bones but words...

I'm hearin a few words, but I'm not sure you know it. Let's just try that one more time.

Sticks and stones may break...break my bones but words will never hurt me.

Now do you believe that's true? Absolute...that's an absolute lie, did you know that? [audience laughter] I learned that a long...that is an absolute lie. [more laughter] I've learned in life that words can hurt worse than anything else in life. Words can go deep within your heart and within your soul and years later you can hear the echo of some words that pierced and...and that punctured your life and your heart. I often tell men and women when I'm talking to them about life and family and marriage and parenting that you need to understand that you can say something in 10 seconds that you can't take back in 10 years and words can be very painful and very powerful. So, to say that there are proverbs that we know, we know a collection of proverbs. Some of them are...are good and positive. Some of them are things that though we know them that doesn't necessarily mean that they are true. But in the biblical book of Proverbs what we find are a series of truths for life and what we find is, as though it were, the compilation of so many of the principles that can guide us towards greater effectiveness, greater success and greater security in life and therefore I believe that it's worth our time to focus our energies on reading and learning some things from this book. Now in reality a proverb is a short sentence based on a long experience. It's a short sentence based on a long experience. It's taking something that is true and that has been observed in life and putting it down in a way that you can carry it with you. And so we're gonna try to look at some of these Proverbs here in the opening weeks of this year. But, what you have in a proverb is not simply knowledge, but you have wisdom. You have an insight and a sense of moral intelligence that can give you a guidance and a source of guidance for many of the issues and decisions that you make every day. Now just so you know I'm not making all this up about the Proverbs, let me just read to you the opening words of the book of Proverbs found in the lit...wisdom literature of the Bible. Listen to this! Proverbs chapter 1 and let me begin reading in verse 1 and I've provided it here for you on the screen:

¹*The proverbs of Solomon the son of David, king of Israel:*

Why is he writing this?

²To know wisdom and instruction, To perceive the words of understanding,
³To receive the instruction of wisdom, justice, judgment, and equity; ⁴To give prudence to the simple, To the young man knowledge and discretion— ⁵A wise man will hear and increase learning, And a man of understanding will attain wise counsel, ⁶To understand a proverb and an enigma, The words of the wise and their riddles. ⁷The fear of the LORD is the beginning of knowledge, But fools despise wisdom and instruction.

Do you see that last verse? There it says:

...fools despise wisdom and instruction.

The primary theme of the book of Proverbs is a contrast between people who live wisely with a life code and people who live foolishly without any understanding of the need for principle centeredness in life. I know today when we hear the word fool, we think of somebody who is foolish, somebody who doesn't know, somebody who is ignorant. But, when the Bible uses the word fool it's talking about a person who ignores the wisdom, the principles and the precepts that impact and affect all of our lives. Now, I want you to think about the fact that I just read to you in those brief verses 10 words that really, as though it were, put together the whole concept of a life code. Listen to these words, wisdom, instruction, understand, justice, judgment, equity, prudence, discretion, learning and knowledge. Would you agree with me that that would make a difference in your life if you had those 10 things? Would it make a difference in you business? Would it make a difference in you family? Would it make a difference in your relationships? Aren't these the things that we're struggling with every day? How can I manage my life with greater equity? How can I be prudent? A..., I need some discretion, knowledge, justice, judgment; all of these things are a part of the dynamics of life. Well, for that very reason we need to focus some attention on a principle focused book, because what you don't know can hurt you. What you do know can be a source of helping you, but I want you to know that what you don't know can hurt you.

I heard about a little boy by the name of Zachary, he was 4-years-of-age and he started screaming and squalling and crying and ran down the hall out of the bathroom trying to find his mother. His mother got him and said, "Honey what's wrong, what's wrong?" He said, "Mommy help, help, help!" And he took her hand and ran back down to the bathroom and when they got there guess what they found? He had dropped his favorite toothbrush in the toilet. [audience laughter] The mother looked and she said, "Honey it's okay don't worry about it." She managed to fish the toothbrush out of the toilet, she took it and she threw it in the wastebasket there next to the toilet and she walked out of the room. A few minutes later he went and got her, he came runnin back and he said, "Mommy we need to throw this one away too." And he had her toothbrush. [audience laughter] He said, "It fell in the toilet last week." Heh! [more laughter] You see what you don't know can hurt you in life. You understand what I'm

talking about? [more laughter] You better know what's happenin and if you're gonna know then you're gonna have to gain wisdom, insight, knowledge, prudence, judgment and justice. And therefore we're going to do that by **EXPLORING THE VALUE OF A PRINCIPLE-FOCUSED BOOK.**

The second thing that I want us to do is to **EXAMINE THE IMPORTANCE OF A CEN...PRINCIPLE-CENTERED LIFE.** No only that there's a principle-focused book, but the value of a principle-centered life, because in our world many people are living without principles and we continue to face this crisis time and time again. Right now it's all over the headlines of the political arena. We've seen it all over the realm of the educational arena. We've watched it in corporate America as we've tried to figure out what were people thinking and what were people doing to make the decisions that they made. Now long ago there was an article entitled, *Excuses, Excuses, Moral Slippage In The Work Place* and in this article Randy Richards wrote these words, he said this:

"Why do otherwise decent people deviate from what they know to be right? Naturally some non-compliance stems from deliberate wrongdoing by a particular individual. We clearly know that some people have got an agenda and they use and take advantage of everyone to fulfill their agenda."

But he goes on to say:

"But there are some common rationalizations to which we can all unconsciously fall prey. Once we recognize the dubious worth of these kinds of excuses then we can effectively influence the corporate moral climate."

We need to deal with the fact that many of us make excuses for things that we do and we need to confront those excuses and the way that we do that is by beginning to focus on living a more principle centered life. He goes on to say in this same article:

"Codes of conduct function well when employees are confronted with straightforward issues or legal matters, such as whether a creditor may call late at night or whether individuals may use corporate property for personal use. They are less successful though when the issues are vague, novel or difficult. In these cases the FSG, the Federal Sentencing Guidelines requires that employees be acquainted with the principles behind the rules so that they will be able to discern what to do. Ethics training, then, should deal with both corporate code of conduct and individual moral choices."

Principles, you see it's not just enough to know practices and it's not just enough to know the precepts of things that are established by law, we need to all have a life code driven by principles that give us judgment and wisdom in all of the realms of life. Now, before I leave this article I wanna point out the fact that Randy Richards indicated that there were 4 basic excuses that many people for the things that they do and the judgment...judgmental errors that they make in life. Do you wanna know what

they are? All right you can come next week and we'll talk about it.
[audience laughter]

Actually I'm not quite through, so if you'll give me another hour I'll get this finished, just a minute. [more laughter] Of course I'm teasing. I've got a clock right back there, don't you look at it, you look at me, but I've got a clock right there. It's just like a jet airplane commin right at me and I want you to know that I'm very well aware of what time it is and since it's 1:08 we will, no I'm...I'm teasing. [more laughter] Four things, number one, do you wanna know the number one excuse that many people make for doing what they do when they make wrong decisions?

I WAS TOLD TO DO IT! They hide behind authority. Now, don't get me wrong we all have to recognize that we have a responsibility to authority in the work place. We have people who are supervisors and superiors and we need to honor them and their role and I would not for a moment try to undermine the structure that is necessary for effectiveness in what we do. But one of the things that has happened time and time again is that people try to assume that to simply do what authority has said is to as though it were remove them from personal responsibility and I want you to know that you cannot remove yourself from responsibility personally for things that you have a conscious issue over when it's right and wrong in life. And yet many people have tried to use that excuse. I was simply told to do it and therefore they feel that they are relieved of their responsibility in the situation and therefore they simply go on with the practice or go on with the procedure that's not a legitimate excuse for making that decision. Alexander Solzhenitsyn in 1970 when he received the Nobel Prize for Literature said this:

"The simple step of a simple courageous man is not to take part in the lie, not to support deceit. Let the lie come into the world, even dominate the world, but not through me."

I won't lie to myself and I won't lie to my conscious, therefore I will take responsibility for my actions, even if at some times that means I have to deal with issues of authority over me. The second major excuse is this and boy we hear this one all the time...

EVERYBODY'S DOIN IT! Heh! Eveybody's doin...everybody's doin this! Everybody, it's okay, everybody's doing it. In other words it's the morality of consensus that because everybody's doin it that just means it's okay. Let me ask you something. Would you like to go and interview the executives at Enron and ask them if they think today that everybody's doing it is just cause for what they did? Because I can assure you that what's happened to them and what has happened to hundreds of thousands of people within that organization says that that will never be a just cause. And yet many of us try to use morality of consensus as a measure by what we do in life and yet it is an excuse that so often allows us to fall prey to our own foolishness. We get involved in the social

comparison process. We begin to decide that if everybody's doing it then that that just means there's correctness. It's sort of the idea that is you're in Rome you do what the Romans do. Whatever that is! And that just means that a..., that we just simply try to disengage ourselves from it. There's a third thing that is an excuse that many people use and that is that...

MY ACTIONS WON'T MAKE ANY DIFFERENCE!

Whether I do right or whether I do wrong this is gonna happen anyway. If I don't do it somebody else is gonna just step in and do it and take my job and so therefore I guess I'll just go along with it. It was interesting a number of year ago Show Abe was a 9 hour documentary about the holocaust and it was unusual, not only because of it's length, but because it had no narration. There was not a narrator bringing it all together. What the documentarian did was to simply take interviews with people and just let people talk about their involvement in the annihilation and the destruction of the Jewish people during the time of the holocaust. And you know what many of them said? They said quote:

"I didn't like doing it, but I didn't have any choice. If I hadn't done it then they would have just gotten someone else who would been willing to step in. I wasn't really involved, I was just a tiny cog in a big machine."

And part of the films power over time was that you heard people who seemed to be otherwise rational decent people who simply managed to disengage themselves with the excuse that said I couldn't have made any difference at all. You do make a difference! What you do, what you decide, where you go and your judgment does make a difference and that's a part of having a life code in your life. The fourth and the final of the excuses that many people have made along the way is simply this...

Heh! It's not my problem! It's not my problem! That happened in 1963 [?] in a location in New York City when Kitty Jenavive in Queens, New York was walking home March 13th, of 1964.[?] A man accosted her on the street and a number of people heard what was happening and by the time it was over Kitty had been killed by this man in a brutal fashion and when the police interviewed those in her neighborhood, 32 people heard her screams for help, but everyone of them thought somebody else was responsible. It's just not my problem and you see over and over in life problems become everybody's problems because nobody's willing to say it's gonna be my problem. You see it's this issue of personal responsibility about the judgments that you have and the decisions that you make that have everything to do with the code by which you live your life. And I submit to you today that without principles life has no basis of measure, value or judgment. Everything about who we are as a society, everything about who you are as a person, everything about the property that we have and everything that matters relates to some sense of value and principle and therefore we need to understand that principle

centered lives will make all the difference.

So what am I gonna do? Well, I'm over the next few weeks gonna bring you to this point and that is I wanna challenge you to establish a standard for principle based judgments in your life. I wanna encourage you to examine and consider with me some of the issues of life and some standards that you can establish that can make a difference in your life, how you make decisions, what your source of authority is. Did you know that in Washington DC there is a bureau of standards that helps to establish the perfect inch and the perfect yard and the perfect ounce and the perfect pound, because in commerce we have to have standards of measure don't we? I don't wanna go by a pair of pants that tell me that they have a 32 inch waist, which I'm not quite in but I'm workin on, 32 inch waist and a 32 inch inseam if in fact when I put the pants on they got a 29 inch inseam and they say well that's okay for Foley's, but that's not okay for me. You see I wanna know that the standard's are the same. If it's 32 inches, I want it to be 32 inches. Right? And so we have a standard, a bureau of standards in our federal government that help us to be sure that it's right. We have that in commerce. We have that in industry. Everywhere we look there are standards and yet it seems that we're all willing to accept standards except when it comes to moral issues of life. Well, it's that moral intelligence that Proverbs talks about and it's that moral intelligence that I want us to focus on. Proverbs 1:7, the last verse that I read to you today says this:

The fear of the LORD is the beginning of...wisdom..

That is the highest standard of anyone's life code. When you're not just looking at others or even just looking at yourself, but you're looking at God's standards in life it will make a difference in the principles by which you live and I'm gonna do my very best to challenge you to make those the principles of your life. Well, I wanna give you one great positive principle, one all encompassing principle that I love and that I have tried to embrace in my life. Many years ago John Wesley, the founder of Methodism, along with his brother Charles said that this was the standard by which he lived his life. Here it is, you ready?

"Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, in all the times you can, to all the people you can, as long as you ever can."

That's not a bad principle for 2006 is it? I think it'll make a difference in your life and my life if we will begin to focus on the life code of a principle-centered life. And we're gonna have a great time studying the Proverbs together.