

Values of Leaders



Julie Koski

Bravery



Robert Merz

Bravery, which springs from natural creativity and a determined spirit, helps the leader deal with discouragement and even defeat. [\[1\]](#)

[\[1\]](#) Definitions are based on an entrepreneurship curriculum developed by Michele Lansdowne, from the Salish and Kootenai tribes in Montana, and Lisa Little Chief Bryan, from the Lakota tribes in South Dakota. It focuses on the questions, choices and obstacles that entrepreneurs may face when growing their businesses in Indian country.

Vision



Robert Merz

Vision allows the leader to see past his or her current position and beyond limited resources to more fully appreciate the potential of the venture.

Respect for self and others



Robert Merz

Respect for one's self and others enables the individual to appreciate his or her efforts, relate effectively to family and community, and motivate others. This respect, which stems from pride, hope, and enthusiasm, frees leaders from the obstacles of low self-esteem, hopelessness, and anger.

Trust



Rebecca Latham

Trust, which results from reliability, compassion, and gentleness, permits the leader to overcome mistrust, selfishness, and ruthlessness as the company deals with employees, customers, and vendors.

Honesty



Robert Merz

Honesty, which emanates from decisiveness in taking risks and making choices, lets the leader avoid false security and stay calm amid confusing situations.

Generosity



Debbie Braswell

Generosity, which develops from supporting and leading others, permits a leader to eliminate prejudice and bias, reduce resistance to change, and heal dysfunctions within the organization.

Fortitude



K. Henderson

Fortitude, which stems from persistence, realism, and consistency, strengthens the leader against scattered thinking and giving up.