

# INTEGRITY-BASED SUCCESS

## *Five Foundational Principles<sup>1</sup>*

1. **Leadership = Character + Conscience**
2. **Personal Integrity = Honesty + Trustworthiness**
3. **Personal Awareness = Self Awareness + Other Awareness**
4. **Build relationships as you would a bridge**
5. **Leadership Development = Leadership Behavior Driven by the Development of Five Attributes**

(Character, Conscience, Personal Integrity, Personal Awareness, Personal Relationships)

<sup>1</sup>From the book *Building Bridges: "Today's Decisions - Gateway to Your Future"* – Melvin D. Nelson  
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### **Mel Nelson**

is the President and CEO of Executive Management Systems, a leadership consulting firm based in Fargo, North Dakota.

A former telecommunications and energy company executive, Mel brings 35 years of leadership and organizational development experience – including 10 years as an executive consultant.

Mel is also a noted speaker and author. His books are available on Amazon: *Building Bridges: Today's Decisions – Gateway to your Future* (2012) and *Business Model Innovation: Proven Strategies That Actually Work* (2010) – coauthored with two colleagues in Dublin, Ireland.



Address: 4302 13th Ave S, Ste. 4, Fargo, ND 58103  
Phone: 701-364-9500  
Email: [mdn@ExecutiveManagementSystems.com](mailto:mdn@ExecutiveManagementSystems.com)  
[www.ExecutiveManagementSystems.com](http://www.ExecutiveManagementSystems.com)