

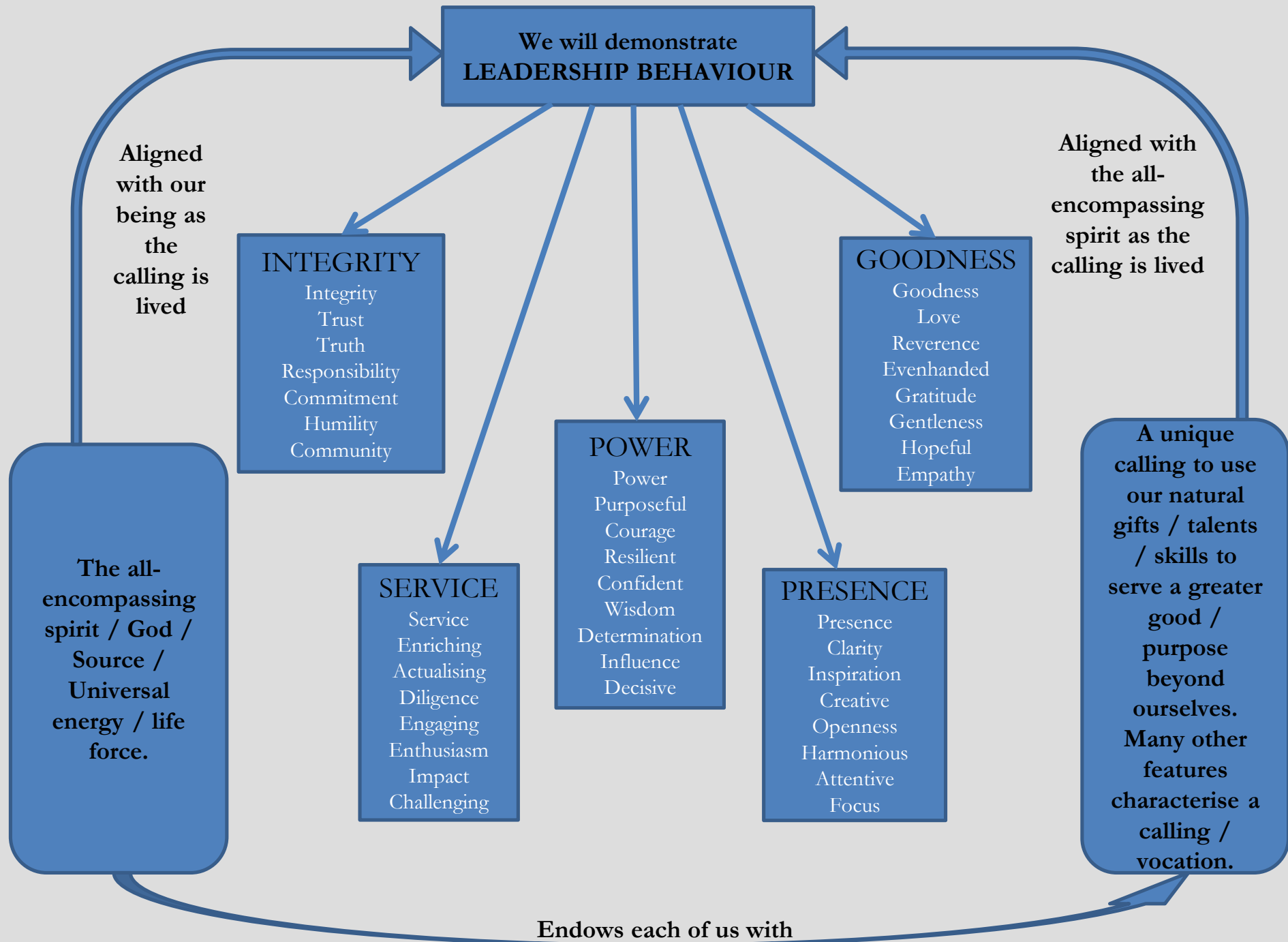
**Making the leap to virtues
based leadership: Why values
based leadership is not the
solution to our current
leadership challenges**

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Wednesday, 2 October 2019

Differentiating Virtues from Values

- The literature on leadership overrates the importance of leading from values.
- Virtues are innate qualities of our being.
- Values are subjective expressions of our personhood, or who we understand ourselves to be.
- Virtuous Leadership \neq Moral leadership.

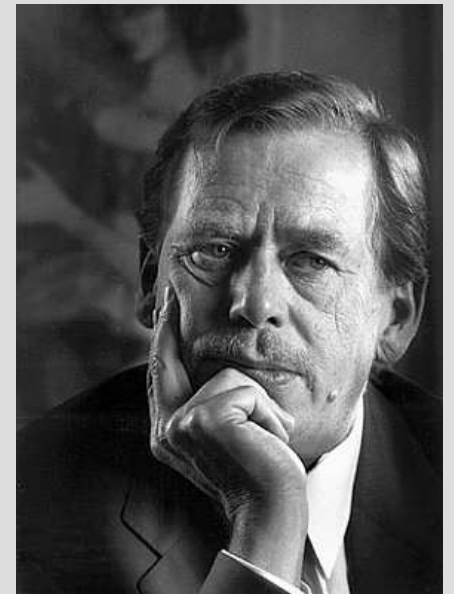
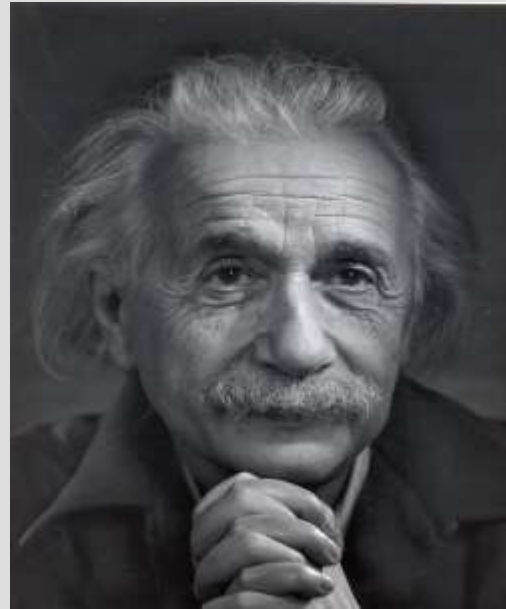


Why Virtues based Leadership is superior to Values based Leadership

- Guided by considerations that transcend personal and group interests which are values based.
- Forms a solid base of relating to each other and the world in a more holistic way.
- Inspires and engages others in a way that values based leadership does not.

Why Virtues based Leadership is superior to Values based Leadership

- We relate to the world less egocentrically.
- Holds the space for continued learning and development. By comparison, values are often fixed and can limit our ability to evolve as human beings and leaders.
- Fosters greater levels of meaning and fulfilment along the journey, in both the leader and those who are being led.



“A human being is a part of the whole called by us universe, a part limited in time and space. He experiences himself, his thoughts and feeling as something separated from the rest, a kind of optical delusion of his consciousness. This delusion is a kind of prison for us, restricting us to our personal desires (you could add values here!) and to affection for a few persons nearest to us. Our task must be to free ourselves from this prison by widening our circle of compassion to embrace all living creatures and the whole of nature in its beauty.” ~ Albert Einstein