

Figure 3.6: Strategies for Fulfilling Promises

Scenario Three: Fulfilling Promises	Strategies
How would you articulate your moral purpose and connect it to the change you propose?	
How would you stimulate a moral connection between those you lead and the change you propose?	
How would you display your knowledge, competence, and expertise in this area?	
How would you establish your commitment to the process you are proposing and show that you are a consistent leader who “walks the talk”?	