

## **SIX PILLARS OF CHARACTER**

### **1. TRUSTWORTHINESS**

Honesty, Integrity, Promise-Keeping, Loyalty

### **2. RESPECT**

Autonomy, Privacy, Dignity, Courtesy, Tolerance, Acceptance

### **3. RESPONSIBILITY**

Accountability, Obligation, Pursuit of Excellence, Dependability

### **4. CARING**

Compassion, Consideration, Giving, Sharing, Kindness, Loving

### **5. FAIRNESS**

Impartiality, Consistency, Equity, Equality, Due Process, Procedural Fairness

### **6. CITIZENSHIP**

Law Abiding, Community Service, Protection of the Environment

To learn more about the Character Counts! Campaign;  
visit **Josephson Institute of Ethics at [www.josephsoninstitute.org](http://www.josephsoninstitute.org)**