

## Women in Leadership Highlights December 15, 2010



**“An Invitation to Global Ethical Leadership” – featuring Dr. Betty Siegel, former president of Kennesaw State University and an icon in ethics, leadership and character.** Since stepping down from KSU, Dr. Siegel has traveled the globe as an invited speaker and thought leader. From England, to S. Africa, to China, she’s greeted like a “rock star” along with stellar leaders like the Desmond Tutu, the Dalai Lama, Stephen Covey, Peter Senge, Meg Wheatley, and the Lord Mayors of Ireland. While serving on over 40 boards, receiving literally dozens of legacy and lifetime achievement honors and awards, Dr. Siegel remains a teacher at heart, a proud “coal miner’s daughter,” and a leader who thrives on interaction with others. Her warmth, wit and wisdom are renowned, making her a world-class speaker, and a true “inspiritor.”

Dr. Betty Siegel and her husband and life partner, Dr. Joel Siegel, “wowed” the attendees with their remarks including their mission and vision for “global ethical leadership” – bringing people together from all sectors and across all boundaries to promote integrity and character in leadership, social responsibility, and contributing to the “common good.”

Here are just a few of the “pearls of wisdom” from two high energy icons who are travelling the globe as they “winter into wisdom.”

- Dr. Betty Siegel shared this quote from Frances Hesselbein: “Today’s leaders need intelligence, energy and above all – integrity. If they don’t have the latter, PRAY that they’re dumb and lazy!”
- “You can go to the bank on a person’s INTEGRITY.”
- “Be true to your values...one of the best pieces of advice to give a person in business or higher education or in any field.”
- “Dr. Betty” also told the story of the man coming out of the collapsed World Trade Center tower. He was covered in ashes, looked dazed, and a rescue worker asked him, “Are you ok?” The man calmly and resolutely responded: “I’ve never been more ok or more aware. For the first time in my life, I’m completely cognizant of what’s really important.”
- Some important questions to ask yourself: “Who am I really? Whose am I? To what do I ‘testify’? Am I engaged in my true ‘calling’?”

- Dr. Betty also talked about her personal HERO: Truett Cathy, the founder/Chairman of Chick-fil-A, a man who stands for character and integrity in business and in every aspect of his life...and demonstrates it by closing his business on Sunday because that's what he believes is the right thing to do.
- Dr. Betty tells the story of the sequoia tree: She was going through the great sequoia forest in California and said to the tour guide, "These magnificent trees are so tall, their roots must go all the way to China!" The guide responded, "Oh no, the roots are actually very shallow. What's unique is that the roots of one tree reaches out to the next and the next and they all support each other." What a great lesson in TEAMWORK. The sequoia story is also a metaphor for life: about trust, respect and optimism.
- The Siegels also spoke about the starfish. A little starfish can open an oyster easily using 5 pressure points. These are similar to the 5 key points in Dr. Betty's book about "invitational leadership." The 5 powerful P's are People, Places, Policies, Programs, and Processes from the book entitled *Becoming an Invitational Leader: A New Approach to Professional and Personal Success* by William W. Purkey, Ed.D. and Betty L. Siegel, Ph.D.
- They also shared what they have been doing in England, S. Africa, and in China and encouraged/challenged the audience to get involved in raising awareness about ethical leadership and leadership character, starting with children. They believe we are all teachers and all have a role to play in "character education." Can it be developed (or is it innate) was one question asked of the Siegels. They firmly believe that you work on it all your life!
- The Siegels are champions of "service for the common good." They inspire all of us to be the best we can be and to be very active in the pursuit of ethical goals at all levels and in all aspects of our lives.

What about a SUMMIT in Atlanta, a CONCLAVE on ethical leadership and character development (with students, business leaders, non profit leaders, educators, etc.)? What about an IMBIZO (bringing together) of international women to promote ethics and character?