



## The Bellwether Effect: *Stop Following. Start Inspiring!*

“CASTLE® is an acronym that stands for Courage, Authenticity, Service, Truthfulness, Love, and Effectiveness. When fully lived, these principles are the path to becoming free from living small, uninspiring lives, enabling us instead to live bright lives as a flame that lights the way for others, making a difference and lifting their spirits.



### The CASTLE® Contract

Growing my *Courage*

**COURAGE:** Recalling Great Courage

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**COURAGE:** The Challenge

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**COURAGE:** The Commitment

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### The CASTLE® Contract

Growing my *Authenticity*

**AUTHENTICITY:** Recalling Great Authenticity

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**AUTHENTICITY:** The Challenge

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**AUTHENTICITY:** The Commitment

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### The CASTLE® Contract

**Courage:** I see courage modeled every day by our leaders; I am brave enough to ask the difficult questions at work.

**Authenticity:** Our organization’s strategies and actions are in line with our core values; I am completely free to be myself at work.

**Service:** My leader actively supports me in achieving my personal aspirations and dreams; My work fills my life with meaning and fulfillment

**Truthfulness:** Is honored as a top priority in this organization; I tell the truth in everything that I do at work.

**Love:** I feel cared for and loved at work; When I win, no one else loses.

**Effectiveness:** My work makes an important contribution to creating a better world; We are among the best in the world at what we do

Take the **FREE CASTLE® Personal Survey** at  
<http://www.secretan.com/tools/assessment-tools/castle-personal-survey/>