

I have summarized the essence of the People First™ Philosophy by juxtaposing it with a People Last Philosophy. I hope that you realize that either philosophy is a product of your choices. Please read the descriptions under each philosophy to determine which philosophy creates a culture that provides the freedom for people to be their best and to perform to their best. My prayer is that you will choose to practice all of the descriptions under the People First™ Philosophy and develop a People First™ culture wherever you are in the world.

PEOPLE FIRST™ PHILOSOPHY	PEOPLE LAST PHILOSOPHY
Belief in the exalted worth, dignity and potentiality of people	Unbelief in the exalted worth, dignity and potentiality of people
Builds People Up	Shuts People Down
Emotionally Mature	Emotionally Immature
A life Characterized by Humility	A life Characterized by Pride
Models Integrity	Models Duplicity
People, Purpose, Principles and Plan Driven	Ego, Mood, Power and Crisis Driven
Serves Others	Self-Serving
A-TEAM: Appreciating Affirming Accepting	C-TEAM: Critical Condemning Condescending
Honoring Behaviors	Dishonoring Behaviors
High Empowerment	High Command
High Encouragement	High Control
High Trust	High Tension
Creates Respect	Creates Resentment
Giver	Taker
Responsible for Attitude and Action	Irresponsible for Attitude and Action
Meaning Driven	Money Driven
Gracious and Forgiving	Ungracious and Unforgiving
Genuine and Authentic	Hypocrisy and Insincerity
Lives in Celebration	Lives in Criticism
Builds Lives and Passes on a Legacy	Builds the Loot and Passes on Lunacy
Leads by Truth, Wisdom and Excellence	Leads by Control, Fear and Intimidation
Creates Discretionary Effort	Creates Malicious Obedience
First to Apologize	Never Apologizes
Spiritual Abundance	Spiritually Impoverished

*Please email me and tell me how this book has changed your life – jack@jacklannom.com
I have many free gifts I want to give you because you have chosen to become a People First™ Person. I truly want to support your personal and professional growth.
Go today and sign-up for my Free People First™ Leadership Newsletter at www.peoplefirstbook.com and join a People First™ Community that is applying the transformational benefits of the People First™ Philosophy.*