

Bring out the best in others. An exceptional friend or colleague challenges you to grow by holding you to a higher standard —

because they believe in your potential.

Make a difference. Why complain about the ills of the world when you could make a world of difference to someone you know?

Give back. Giving comes in many forms. It can be as simple as offering your time, support, or encouragement to someone in need.

Create a legacy. As a parent, it's your responsibility to raise kids who have strong moral principles and are productive members of society.

Lead by example. Be the person who others look up to — whose character is beyond reproach. The true reward for living a good life isn't the fame and fortune that comes with success, but rather, it's knowing that you earned it the right way.

