



Lee's Summit CARES Character Council - Business Sector

Build Character, Build Business, Build Community

Help Make Lee's Summit a Community of Character

Join Us Now!

**How you conduct your business becomes the story of how people are treated in Lee's Summit. Help us build great stories!
Make Lee's Summit the place to do business.**

Responsibility • Self-Control • Kindness • Honesty • Sportsmanship • Respect

10 Ways to Build Businesses of Character

1. Conduct your business with integrity, honesty and above all caring.
2. Display the monthly Community of Character traits within your business.
3. Network with other businesses to support character development.
4. Mentor your employees in the Community of Character traits.
5. Attend Business of Character training/informational seminars sponsored by the Community of Character Business sector where you can learn approaches to strengthen character in the workplace .
6. Include Community of Character information in your business's printed and online materials.
7. Recruit other businesses to become of Community of Character Businesses.
8. Volunteer your business to speak at community groups regarding character in the workplace.
9. Support the Mayor's Character Breakfast.
10. Seek civic involvement such as: Partners In Education, Leadership Lee's Summit, Rotary Club, Optimist Club, Social Services, United Way, etc. throughout the community and beyond.

Courage • Cooperation • Perseverance • Appreciation • Citizenship • Family

10 Ways to Increase the Visibility of Character in Lee's Summit

1. Assess your current business practices to focus on character and implement changes that will support the 12 character traits.
2. Display Community of Character Cling Logo within your business.
3. Display Community of Character poster each month within your business.
4. Provide link to the LS Community of Character website within your business website.
5. Sign up to receive the Community of Character newsletter.
6. Write a Community of Character newspaper column.
7. Celebrate the Community of Character Breakfast by having a Day of Character at your business.
8. Wear Community of Character shirts in the community.
9. Display Community of Character *Character Connections* book.
10. Recognize and praise good character demonstrated by employees and customers.



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Build Businesses of Character That Make Life Better for the Employees, Customers, and Community.