

**LEADER-GIRLS** grow Goodness within by utilizing and really working the Goodness toolkit, equipping them with the necessary tools to become changemakers of Goodness. As a result, by starting the positive change within self first, family members and friends will want to become the change they wish to see in the world as a force for good too.

### **The Goodness Pledge**

*To become the change I wish to see in the world,  
Choosing what is good and right,  
To treat others the way I want to be treated, and  
Admit to myself and others when I fail to do so,  
To serve others, not self,  
To be honest with myself, examining my motives,  
To lead by example, making Goodness a way of life, and  
To dedicate my life to Goodness.*

**LEADER-GIRLS** are dedicated to living ***The Goodness Pledge*** grounded in the conviction that Goodness is shown not just by what we say, but by what we do. They are committed to leading with ***The Goodness Pledge*** at the center of their moral-leadership mission.

**LEADER-GIRLS** ground themselves in the truth that all real Goodness is a reflection of a foundation of love. They believe that we are made to love well, treating others the way we want to be treated. They have the courage to see whether or not they are truly loving others as they love themselves.

**LEADER-GIRLS** support one another in growing Goodness. They challenge each other to unleash the ethical leader within through self-discovery/self-awareness to better think, talk, and walk as examples of Goodness. They empower one another to be honest with self first—even when it is hard to do.

**LEADER-GIRLS** value everyone equally. They reach out to people of all backgrounds, extending love and acceptance regardless of the differences. They promote what unites rather than what divides. They protect the pure Goodness and authentic nature of all people knowing that Goodness is inclusion and equality. Thus, the values that support a healthy and productive society will be seen and felt, increasing harmony and unity, and impacting humanity for good.

**LEADER-GIRLS** live and lead from their authentic core. They know their power isn't in their position, it's who they are. Their authenticity is their power.

**LEADER-GIRLS** ignite a world of Goodness. They are an emerging generation of leaders from all nations and walks of life who are committed to living authentic Goodness, encouraging respect, compassion, empathy, honesty, and equality. They empower their friends to become champions of Making Goodness Fashionable too, fanning the flame of Goodness in hearts and minds around the globe.

**LEADER-GIRLS** know their true worth and value. They believe that what's on the inside matters more than any outside factor.

**LEADER-GIRLS** lead from a strong ethical foundation following their moral compass, growing the moral fiber within themselves.

**LEADER-GIRLS** confront their struggles and learn from their mistakes, using them as character-building experiences.

**LEADER-GIRLS** search out ways to use their own pain to provide hope and healing to others. They share the comfort they've received in their challenging time with others too.

**LEADER-GIRLS** are kind. They intentionally build others up instead of tearing them down. They encourage their generation to rise up to their best instead of being a part of the bring-you-down culture. As a result, they empower the younger generation that follows them to be kind and loving, embracing Goodness and kindness as the new social status—seeing a different and better way to live, the way we were meant to live.

**LEADER-GIRLS** lead by example. They set a better example that spreads compassion, graciousness, and humility influencing a life of Goodness.

**LEADER-GIRLS** have the moral courage to humble themselves going against selfish human tendencies, choosing good behavior. Consequently, friends are drawn toward looking honestly at their own me-first mentality.

**LEADER-GIRLS** give the gift of Goodness. By working together on a service project in their school or community, a ripple effect of support and authentic love in action giving to those in need empowers peers to be others motivated through service.

**LEADER-GIRLS** share stories of Goodness to encourage cultivating what is good and right. The stories highlight messages of kindness and Goodness displayed by everyday people from all nationalities.

**LEADER-GIRLS** inspire the inner person through mentorship. They seek out a mentor who is a role model of Goodness. Through moral mentorship, they become examples of Goodness to then come alongside younger leader-girls who seek to grow Goodness in their life too. (The moral mentorship journey starts with a change of thinking that leads to a change of heart. Without a heart change there cannot be a behavior change. Moral mentors are mindful of when they need to encourage, listen, or lead by asking questions in a loving way—the mentees arrive at the right answers to then be launched into living and leading with Goodness. Thus, they become change agents of Goodness who have done the hard inner-journey work. Therefore, as changemakers, they shine Goodness inspiring change as a force for good.)

**LEADER-GIRLS** make a positive impact in their community, city, state, and nation. They communicate a magnetic message of Goodness in what they say and do, to turn the tide of being bad is cool. They motivate others to be a positive influence, going counter-culture by living differently (not going along with what society says is acceptable and okay) every single day and anywhere.

**LEADER-GIRLS** are a conscience to society by paying attention to their own conscience first. They aim to transform the injustices in our world by courageously shining a light on cruelty so that Goodness prevails!

**LEADER-GIRLS** bring out the best in others. They call out the best in society instead of the worst by encouraging all people to think about Goodness as a way of life. Since the appeal of wanting to be a part of the trend is powerful, they rise up to launch a new trend in society, seeking to create lasting change where Goodness becomes the social norm.

**LEADER-GIRLS** engage others to be a part of the Goodness mission and movement. Their contagious approach draws in ambassadors of Making Goodness Fashionable who develop authentic Goodness and empathy in their sphere of influence. This Goodness becomes *fashionable* and sets ablaze a moral movement in communities throughout the world.

**LEADER-GIRLS** embrace transformational leadership development of personal change. They challenge themselves to look on the inside, examining the inner person and their character, knowing that leadership springs from within.