**The Jackson Way**

****

**Pride** – **Taking pride in all you do. Pride is not exhibited by what you say; instead, pride is displayed by your actions.**

**Excellence** – **Excellence is putting forth your best effort in all you do regardless of the circumstances. If you would be willing to put your name on your work and have it displayed for all to see, then you have achieved Excellence.**

**Character** – **Do what is right regardless of who is watching. Character is not situational. Instead, a person’s character should be predictable. For me a quote that reflects one’s character is, “Doing what is popular is not always right, but doing what is right is not always popular.” Character means you consistently do that which you believe to be right, and you do so even when no one is watching.**