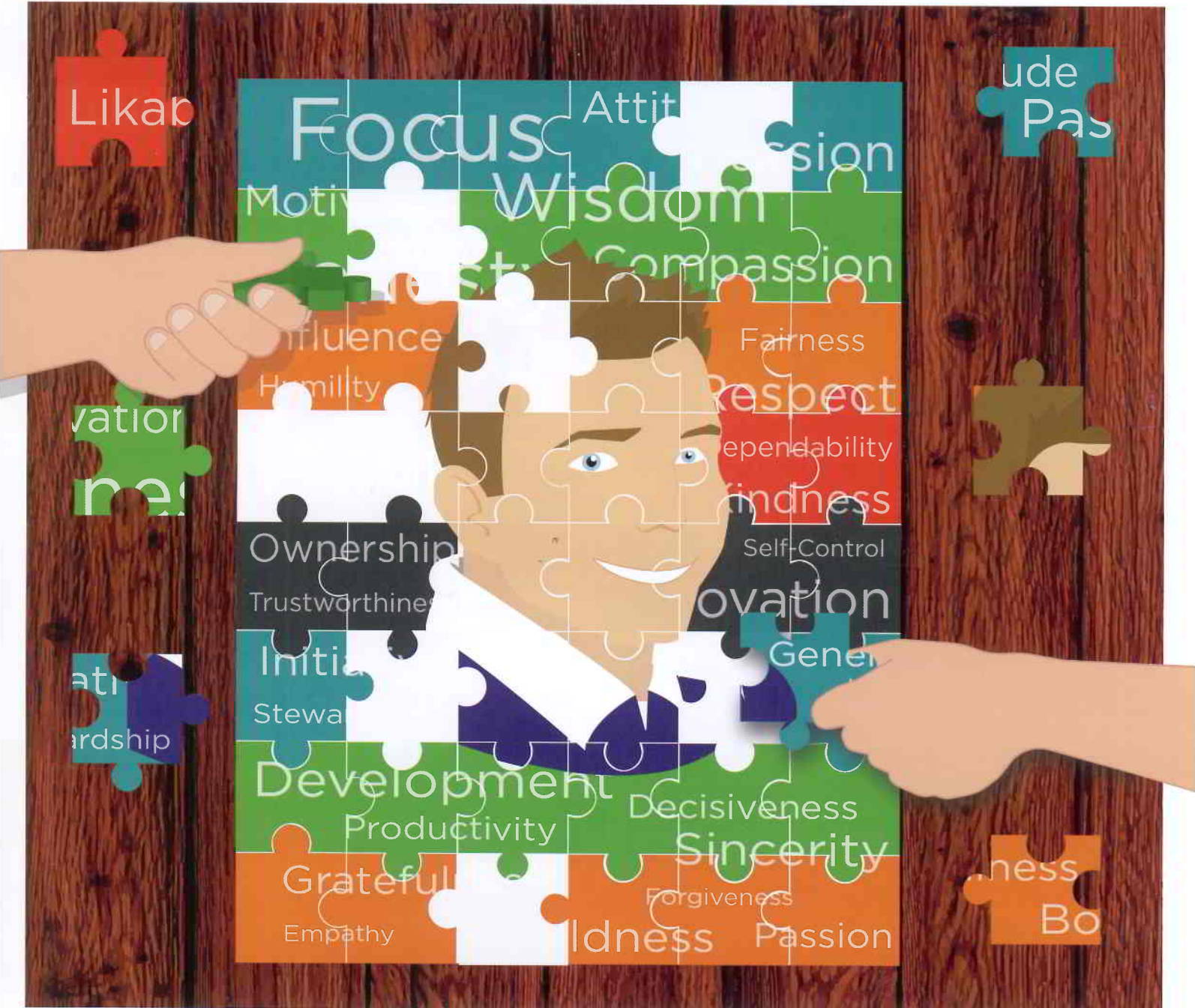


BUILD AMAZING CHARACTER ONE PIECE AT A TIME



G U I D A N C E

PRINCIPLES TO **LIVE & LEAD**

WHAT IS YOUR CULTURE LIKE?



70

PERCENT OF U.S. WORKERS ARE NOT ENGAGED IN THEIR JOBS

WHAT IS CULTURE?

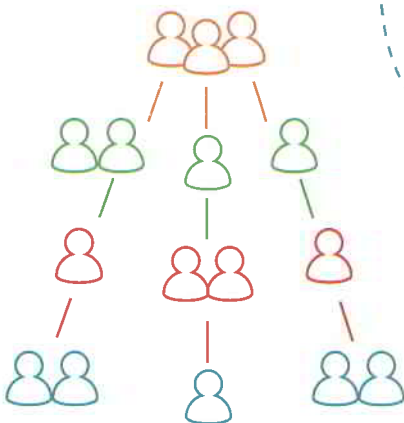
A SET OF BELIEFS, VALUES, AND ATTITUDES DIRECTLY EFFECTING AND AFFECTED BY PERSONAL CHARACTER.



Culture is nurtured by good character

LODESTAR DEVELOPS CHARACTER

THE RIPPLE EFFECT



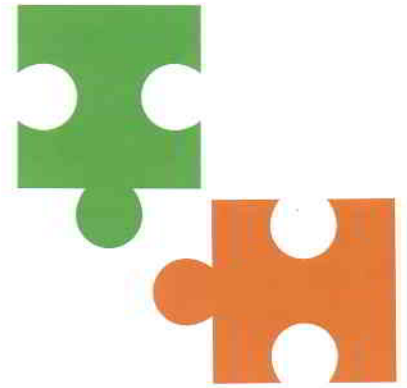
EVERYONE INFLUENCES SOMEONE.

Lodestar engages people through videos, bulletins, and group discussion to drive personal and professional growth and development based on 48 character principles. Lodestar empowers leaders, develops character, and enhances culture.



ARE YOU THE TYPE OF PERSON YOU WANT OTHERS TO BE ?

THE STRUCTURE AND CONTENT TO MAKE CHARACTER-BASED LEADERSHIP THE FOUNDATION OF YOUR ORGANIZATION.



EACH SUBSCRIPTION INCLUDES

MONTHLY SUBSCRIPTION:

- VIDEO LESSONS
- BULLETINS WITH FAITH INSERTS
- TEACHING GUIDES
- COMPANY UPDATE POWERPOINT TEMPLATE
- ONLINE ACCESS FOR ALL EMPLOYEES

- FAMILY, SMALL GROUP, OR SMALL BUSINESS (UP TO 10 USERS) \$35/MO
- 11-25 USERS \$125/MO
- 26-50 USERS \$250/MO
- 51+ USERS \$500/MO

YEARLY SUBSCRIPTION:

- VIDEO LESSONS
- BULLETINS WITH FAITH INSERTS
- TEACHING GUIDES
- COMPANY UPDATE POWERPOINT TEMPLATE
- ONLINE ACCESS FOR ALL EMPLOYEES

- FAMILY, SMALL GROUP, OR SMALL BUSINESS (UP TO 10 USERS) \$385/YR
- 11-25 USERS \$1375/YR
- 26-50 USERS \$2750/YR
- 51+ USERS \$5500/YR

GET STARTED



VISIT

LEARN MORE, VIEW A FREE DEMO,
OR START A FREE TRIAL AT
LODESTARGUIDANCE.COM

START A FREE TRIAL

SUBSCRIBE

CHOOSE "PRICING" TO COMPARE
SUBSCRIPTION PLANS AND TO
SUBSCRIBE YOUR ORGANIZATION

SUBSCRIBE



TRY LODESTAR FOR 2 MONTHS ON US AT:
LODESTAR-GUIDANCE.COM



LAUNCH

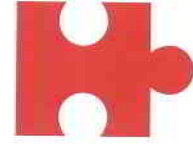
RECEIVE INSTANT ACCESS TO
THE CONTENT AND RESOURCES
NEEDED TO LAUNCH LODESTAR
AT YOUR ORGANIZATION





N

LODESTAR
 GUIDANCE



FORGIVENESS: Clearing the record of those who have wronged me, not holding their past offenses against them.

COMPASSION: Investing whatever is necessary to heal the hurts of others by the willingness to bear their pain.

COURAGE: Feeling the fear, but doing the right thing anyway, no matter the cost or difficulty.

ACCOUNTABILITY: Being willingly answerable and responsible for my behavior.

PATIENCE: Waiting without complaint.

DILIGENCE: Persistently giving my best effort to complete a task.

INITIATIVE: Doing what needs to be done without being asked.

ATTITUDE: The capacity to stay positive and optimistic despite the circumstances.

INFLUENCE: Producing change without force.

PRODUCTIVITY: Effectively generating quality results.

EMPATHY: Correctly and compassionately understanding.

RESTRAINT: Keeping my emotions and behavior appropriately in check.

SINCERITY: Doing what is right without ulterior motives.

DEVELOPMENT: Deliberately growing and maturing.

DISCERNMENT: The ability to see and understand people and situations clearly and intelligently.

FAIRNESS: Making just decisions, free from bias and discrimination.

KINDNESS: Demonstrating gentleness and warmth towards others.

LOYALTY: Committed and faithful support over time.

ORDERLINESS: Organizing and caring for responsibilities and possessions efficiently.

MOTIVATION: Internal eagerness to act and attain goals.

BOLDNESS: Confidence and courage to do what is right regardless.

WISDOM: Applying knowledge and clear judgment accurately to life situations.

OWNERSHIP: Assuming responsibility for outcomes and results.

LIKABILITY: Being agreeable and approachable.

PASSION: Intense, powerful or compelling emotion and commitment.

SELF-AWARENESS: Accurately knowing my own character, feelings, motives, and desires.

STEWARDSHIP: Administering and managing personal and financial resources effectively.

TEACHABLE: A willingness and capacity to learn without reservation.

TRANSPARENCY: Being easily known and understood, hiding nothing.

GENEROSITY: Unselfishly using my resources to benefit others.

HUMILITY: Having an accurate estimate of myself.

FLEXIBILITY: Willingness to change or compromise as a situation requires.

GRATEFULNESS: Warmly feeling and expressing appreciation for benefits received.

RESOURCEFULNESS: Ingenuity and skill in dealing with new, unexpected situations.

THOROUGHNESS: Attentive to accuracy and detail.

DEPENDABILITY: Reliable and worthy of trust.

SINCERITY: Doing what is right without ulterior motives.

SELF-CONTROL: Disciplining my thoughts, words, actions and attitudes.

DECISIVENESS: Finalizing difficult decisions accurately without hesitation.

HONESTY: Upright, truthful, and open communication.

PUNCTUALITY: Respecting the time of others and myself by being prompt.

TRUSTWORTHY: Ability to be safely entrusted with valuable information and resources.

DETERMINATION: Working intently to accomplish goals regardless of opposition.

DISCRETION: Behaving and speaking in a way that avoids offense or reveals private information.

INNOVATION: Introducing beneficial new and original ideas.

JOYFULNESS: Expressing delight and optimism in appearance, actions, and speech.

FOCUS: Concentrated attention and energy.

RESPECT: Showing esteem and appreciation.

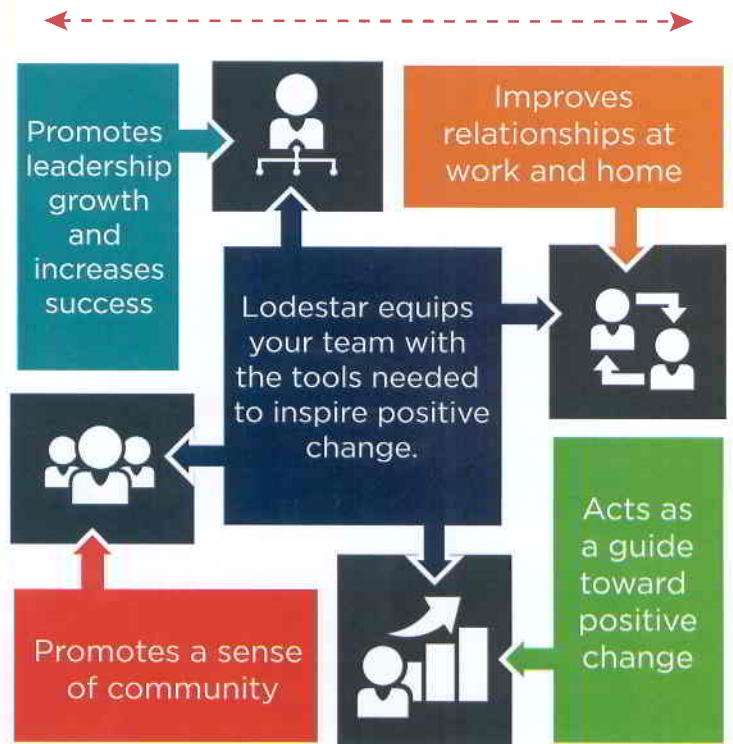
THE KEY TO GROWTH AND SUCCESS THROUGH CHARACTER DEVELOPMENT

"Lodestar is simple but profound. It is so simple that most everybody understands what it's teaching. But, on the other hand, it's profound because it changes your perspective of life in a positive way. As a teacher of the program, it is fulfilling to watch the team grow every day and get their comfort zones stretched. What I like about the program is that it affects people that teach it and the people that get taught. And when the people take the lessons home to study it, it affects their wives, their children, their parents, and even boyfriends or girlfriends. The Berlin Gardens team is convinced on Lodestar and will keep on implementing it through the next years."

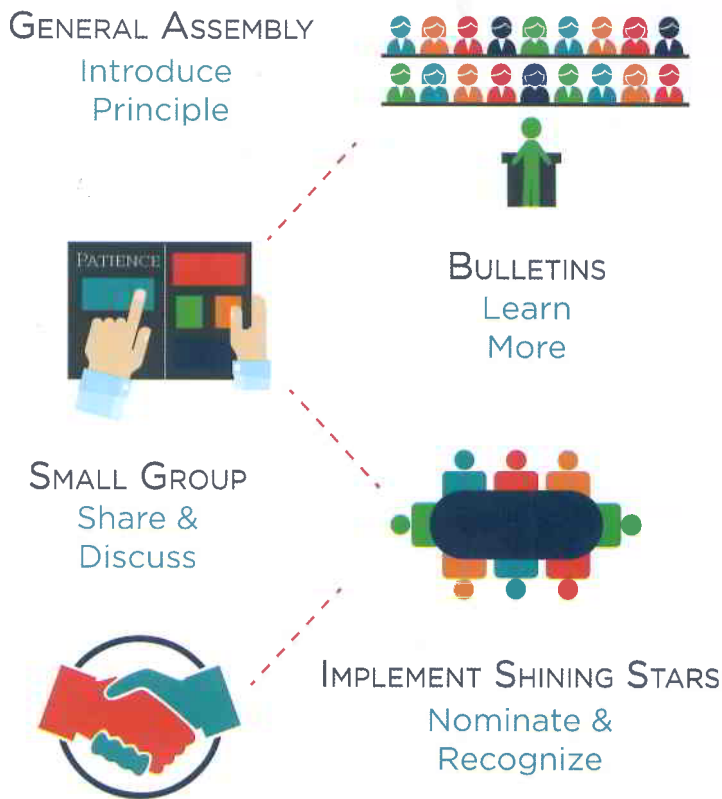
-BIG MIKE,
BERLIN GARDENS
PRODUCTION MANAGER



People of good character are guided by their internal moral compass, consciously choosing to do the right thing even when it is uncomfortable or unpopular to do so.



HOW IT WORKS



For well over 20 years, I have been teaching and advocating character based leadership and culture in our company. The effect this has had on our team is profound, and it has been one of the big reasons for our growth and dominance in our marketplace. The person that has benefitted the most from this program is myself. As a person I realized that I cannot teach and promote what I do not practice in my own life. I want to share this program to any business that aspires to lead with character and integrity in their workplace.



Paul Weaver

PAUL WEAVER, Founder and
Chairman of the Board of
Lodestar Guidance

WHAT WOULD THE UNITED STATES LOOK LIKE IF EVERYONE LIVED BY THE 48 PRINCIPLES?



48 PRINCIPLES TO LIVE & LEAD

Forgiveness
 Compassion
 Courage
 Accountability
 Patience
 Diligence
 Initiative
 Integrity
 Attitude
 Influence
 Productivity
 Empathy

Restraint
 Sincerity
 Development
 Discernment
 Fairness
 Kindness
 Loyalty
 Orderliness
 Motivation
 Boldness
 Wisdom
 Ownership

Likability
 Passion
 Self-Awareness
 Stewardship
 Teachable
 Transparency
 Generosity
 Humility
 Flexibility
 Gratefulness
 Resourcefulness
 Thoroughness

Dependability
 Self-Control
 Decisiveness
 Honesty
 Punctuality
 Trustworthiness
 Determination
 Discretion
 Innovation
 Joyfulness
 Focus
 Respect