

Personality or Character?

John C. Maxwell, author and internationally recognized expert on leadership development – says that most people would rather work on their personality than on their character, and how right he is.

Perhaps that is because the personality development brings more immediate rewards, is less demanding, and, in most cases, involves little sacrifice on our part.

Personality development involves learning new conversational skills, style or developing speaking ability.



The development of character is more profound, is considerably more difficult, and often involves making changes that are at least temporarily uncomfortable and often very demanding. Character is defined as the presence of qualities of honesty, courage or the like – integrity.

The changing of habits is always a difficult procedure. The development of virtues also requires time because it means we must discipline some of our appetites and passions. Keeping promises and being sensitive to the feelings and convictions of others are not things that most of us do naturally. We have to work at them. Character development is the best indication of maturity.

Yes, it is more difficult to develop character than personality, and yes, it's true that the rewards are not as immediate. The long-term rewards, however, are infinitely greater. To value oneself is important, but to be able at the same time to subordinate yourself to higher purposes and principles is the paradoxical essence of highest humanity and it is the foundation for effective leadership.

It is safe to say that in today's world, the need for character and leadership outweighs the need for more people with personality. It is certainly so in the missions of Life Care and Century Park.

Fortunately, when you develop the character, the personality develops far more easily and more naturally.

Reputation is what folks think you are. Personality is what you seem to be. Character is what you really are.

The Lord sees not as man sees: man looks on the outward appearance, but the Lord looks on the heart (1 Samuel 16:7 ESV).

– Beecher Hunter