

“When people don’t share a common set of values, you need to have lots of rules”

I-CARE

How many times have we heard this in the Healthcare system? Many Times for Many Years! Almost every Healthcare facility uses these acronyms to encourage their employees to be better nurses, doctors, aides whatever the area of expertise might be. Does it work? It might at first when they have a new position or new job in that Profession.

In this article, I am going to be using these acronyms to help describe what our Reflexology Organizations, Associations and Practitioners are going through and thinking about at this time of uncertainty.

Core Values define who you are, what you stand for and what you won’t stand for.

It’s as easy as that. So, let’s talk about **I-CARE**.

These are the Core Values.

I=Integrity

C=Compassion

A=Accountability

R=Respect

E=Excellence

Are these acronyms used in our Reflexology businesses? In our committee meetings? In our own lives? Core Values are a deeply held philosophical commitment to a pattern of attitudes. It’s how we think. How we set our goals. How we make decisions, and how we develop relationships.

I truly hope it helps all of us to be more in harmony with each other. It’s easier to be friends than foes.

Now, **Pause** and think about how we develop relationships. It can be difficult to build a relationship when we live so far away. But thanks to Zoom we have been able to do just that since Covid-19.

Now the Core Values:

I. Integrity. *Means the quality of being honest and having strong morale principles.*

Do we say things to just please a certain person or group of people? We want to fit in, so we give up our core values to “fit in”. How does that align without us losing our personal integrity? Is it following the pack? And do we actually share those values? It is important to listen and choose what to say and how to say it. When you believe in something fully, and don’t agree with the “group”; and believe it is for the good of all, then speak with passion. You might be surprised who will listen and actually agree with what was said.

C. Compassion. *“Means to be sympathetic and have concern for sufferings or misfortunes of others”*

Reflexology uses unique manual techniques to deliver pressure to neural pathways assisting the body to function optimally. (*Shortened version*). When you work on your clients you have compassion for their health issues, their concerns, even their family issues.

But when it comes to new proposals being discussed and you don’t agree with the suggestion or the people presenting them, do you have compassion for the ones that are trying to make opportunities work for the good?

It does make a difference to those on the inside trying to be equal rather than being on the outside throwing rocks and stopping progress.

A. Accountability. *“Means the fact or condition of being accountable or responsible”.*

We as a group should hold ourselves accountable and be responsible. This is Reflexology and if we lose ground after those before us have worked so hard to build reflexology up and get it out in the public, what have we done? It only hurts us, the public doesn’t care, the government doesn’t care, only **WE** the Professionally Certified Reflexologist. **We care.** Be accountable for the changes that may need to be made to bring reflexology up to the forefront and better than it has been. Everything changes. Is that time now?

R. Responsibility. *“Means to have the opportunity or the ability to act independently without authorization, being responsible for something”.*

If you have organizations, that act in such ways that can lack Integrity, Compassion, Accountability, and Responsibility then how can they stand up and be strong for the years to come.

The members that are making an effort to try to improve the organization, can be influenced by members that are strongly opinionated that fosters a culture of dishonesty and the urge from others to leave the organizations. And unless we guard against it, the failure of a small number of individuals to act irresponsibly can cause an entire organization to descend.

We are given opportunities to build, design and construct new Bylaws, this may or may not be the appropriate time. But there is a vision out there that will be discussed at the right time and when that time is right it will work. This is why we need more time to research and discuss the proposals. Are we being responsible and paying attention to what the Associations and members are saying? We should be, they are the ones that are keeping us together.

E. Evaluate. *“Means to judge or determine the significance, worth, or quality of something.”*

You want the best worth and the best quality of the Organizations that we can possibly get and be compared to the other countries that are growing so fast in reflexology that there is no way we could ever catch up but we can at least try. You can't grow when you can't get others on the same page. Situations can be efficient and equal with 3 wonderful Educational, Knowledgeable and Resourcefulness organizations.

Maybe, just maybe it is time for new people with fresh ideas and fresh ways of making progress.

As you read through this, pick which Core Value is a **Priority** to you. What can you do to act on that Core Value with more passion and more kindness.

So, to end this I-CARE article. This world has lost how to Respect others. Treat all those who are around you with Respect.

- ➔ **Show Respect and you will Earn it.**
- ➔ **Be Thoughtful and Decisive in Leadership and You will become the Leader.**
- ➔ **Be Accountable for your Actions and You will be a Powerful person.**
- ➔ **Be willing to Admit Mistakes, and make fast work in Correcting them.**
- ➔ **You will be Respected!**

Core values is actually quite simple. You never give an excuse and you never take an excuse!

Asking the right questions and then probing to understand the answers is usually the first step toward the correct way of making decisions together.

As many of you know, I am very passionate about Reflexology. We need to be clearer and more precise in our systems and operations so that there is more time for the things that really matter, like POSITIVITY and LISTENING.

This article is written by Renita Murrell, NBCR, it does not represent the thoughts and ideas of the Reflexology Association of Iowa Affiliate.

