* There comes a time when you have to risk a relationship for your integrity. Often a time arises when discipline actions should be taken but the situation becomes awkward to avoid starting a feud.
* Trust: Moral should come from authenticity, being credible, humble, and demonstrating integrity.
* Perceived favoritism: Breaking from the charm to punish or being equally charming to everybody.
* Leadership: Provides stability, direction, and confidence to maintain a focus on learning.