

Dignity Principles

1. Dignity is the inherent worth we all have from birth. We all deserve to be treated with dignity no matter what.
2. Along with our survival instincts, the longing to be treated with dignity is the single most powerful force motivating our behavior.
3. If we violate someone's dignity repeatedly, we will get a divorce or a war or a revolution, because a desire for revenge is an instant response to a dignity violation.
4. Treating people with dignity means seeing ourselves in them; treating people with contempt means seeing ourselves *above* them.
5. When contempt tears us apart, dignity can bring us together, whether we're talking about our friends, our family, our community or our country.
6. Treating people with dignity helps bring out their best and discourage their worst.
7. Treating people with contempt makes both sides angry, anxious and depressed.
8. When we use contempt, we create enemies for ourselves and the causes we care about.
9. Contempt gives us an addictive buzz, and people exploit our addictions to get rich, famous and powerful.
10. When people use contempt, they claim noble motives because contempt needs excuses and disguises. When we expose contempt, it loses its power.
11. When we put a spotlight on dignity and contempt, we use more dignity and less contempt.
12. When we create communities that reward dignity and challenge contempt, we can change the culture.