

## Tony Jurich Core Leadership Tenets

1. **Strive for Resonance:** In a world where conflict, disagreement and lack of meaningful connections between key stakeholders is often the norm (and is frequently an impediment to achieving meaningful progress), Jurich recognized the immense value and need for connectivity in order to attain productive community outcomes. As a result, Jurich’s approach to leadership always encompassed striving to create and facilitate resonance – constructing a genuine connection among all the essential parties involved in an issue around the important commonalities at stake, so as to assure successful outcomes of lasting, reciprocal benefit.
2. **Assume Value and Be Respectful:** When there is a lack of connectivity, when situations are stressful, and/or when there are competing priorities and scarce resources, it is frequently common for incorrect assumptions to be made about the thoughts, actions and motives of others involved – and acting on false assumptions can be extremely detrimental to reaching success. Given this reality, Jurich endeavored instead to assume value in the thoughts, actions and motives of others, thereby fostering greater “up-front” understanding, respect and connectivity of all involved parties – generating better opportunity for ultimate success. Jurich led by assuming value and being respectful, especially with those dramatically in disagreement, so as to create true pathways for listening, compromise and collaboration.
3. **Be Compassionate:** Given the many challenges in our world, both big and small, each and every person produces a reciprocal benefit for the giver and the receiver of such compassion – and Jurich also grasped how such benevolent reciprocity is at the heart of building genuine relationships capable of changing the world around us for the better. Jurich led with compassion and moved others to do the same.
4. **Do What is Right:** In the face of adversity, hardship and even deceitfulness and unethical treatment by others, doing the right thing is not always easy – but doing what is right is the only way to bring about meaningful, durable and projective change. Jurich had a deep comprehension that “doing what is right” allows success to be built on an authentic and unwavering foundation. Whether doing the right thing was easy to do and fashionable or extremely difficult and unpopular, Jurich always was an advocate for what he ethically believed to be the right thing – and that is why so much of the systemic, beneficial community change he helped to lead has been so enduring.
5. **Seek Out, Affirm and Utilize Diversity:** Innovation and creativity are so often found at the intersection of diverse thought and life experiences. Mindful of this truth, Jurich relentlessly pursued respecting, engaging and partnering with individuals of all backgrounds – fully embracing diversity in all forms, and maximizing the imaginative concepts that such diversity ignites.
6. **Lead by Example:** Ever self-aware that the best way to provide nourishing leadership capable of galvanizing a thriving community commitment in others, Jurich firmly “talked the talk, and walked the walk.” The best way to make the most of all these Tony Jurich Core Leadership Tenets is to lead by example, while inspiring others to do the same ... and that is just what Jurich did – producing productive, sustainable community change at every step along the way.

– As documented by Steve Jurich,  
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