Nei-sheng-wai-wang 内聖外王 (inner sageliness and outer kingliness). A slogan in the Confucian tradition which highlights the two intrinsically-related aspects of the Confucian mission: on the one hand, one should strive to become a jun-zi, a morally superior person; on the other hand, one is to actively participate in social transformation to help others and the whole society become better in accordance with ren and li 礼 (socially-culturally established code and rituals).