

7 Principles of Admirable Business Ethics

Business Ethics for Small Business, From Robert Moment

One of the most important attributes for small business success is the distinguishing quality of practicing admirable business ethics. Business ethics, practiced throughout the deepest layers of a company, become the heart and soul of the company's culture and can mean the difference between success and failure.

"If you have integrity, nothing else matters. If you don't have integrity, nothing else matters."

-- Alan K. Simpson

Benefits of Practicing Business Ethics

In the research study, "Does Business Ethics Pay?" by The Institute of Business Ethics (IBE), it was found that companies displaying a "clear commitment to ethical conduct" consistently outperform companies that do not display ethical conduct. The Director of IBE, Philippa Foster Black, stated: "Not only is ethical behavior in business life the right thing to do in principle, we have shown that it pays off in financial returns." These findings deserve to be considered as an important insight for companies striving for long-term success and growth.

7 Principles of Admirable Business Ethics

1. Be Trustworthy: Recognize customers want to do business with a company they can trust; when trust is at the core of a company, it's easy to recognize. Trust defined, is assured reliance on the character, ability, strength, and truth of a business.

2. Keep an Open Mind: For continuous improvement of a company, the leader of an organization must be open to new ideas. Ask for opinions and feedback from both customers and team members and your company will continue to grow.

3. Meet Obligations: Regardless of the circumstances, do everything in your power to gain the trust of past customers and clients, particularly if something has gone awry. Reclaim any lost business by honoring all commitments and obligations.

4. Have Clear Documents: Re-evaluate all print materials including small business advertising, brochures, and other business documents making sure they are clear, precise and professional. Most important, make sure they do not misrepresent or misinterpret.

5. Become Community Involved: Remain involved in community-related issues and activities, thereby demonstrating that your business is a responsible community contributor. In other words, stay involved.

6. Maintain Accounting Control: Take a hands-on approach to accounting and record keeping, not only as a means of gaining a better feel for the progress of your company, but as a resource for any "questionable" activities. Gaining control of accounting and record keeping allows you to end any dubious activities promptly.

7. Be Respectful: Treat others with the utmost of respect. Regardless of differences, positions, titles, ages, or other types of distinctions, always treat others with professional respect and courtesy.

Recognizing the significance of business ethics as a tool for achieving your desired outcome is only the beginning. A small business that instills a deep-seated theme of business ethics within its strategies and policies will be evident among customers. Its overall influence will lead to a profitable, successful company. By recognizing the value of practicing admirable business ethics, and following each of the 7 principles, your success will not be far off.

Robert Moment is a best-selling author, business coach, strategist and the founder of The Moment Group, a consulting firm dedicated to helping small businesses win federal contracts. He just released his new book, "It Only Takes a Moment to Score," and Sell Integrity, a small business tool that helps you successfully sell your business idea.

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A New Face

Recently, Sutherlands Design gallery gained a new Outside Salesman, Chris O'Brien, who began his career in the industry with an architectural education from USC in Los Angeles. Over the past 25 years he has worked for and with architects, engineers, general contractors and owners. He also ran a successful commercial framing operation for five years.

"I'm really excited about the future of Sutherlands. With all my experience my clients will essentially be getting an architect with years of hands on field experience. Combine that with Sutherlands' reputation and outstanding customer service and it really is a winning combination."

When not at work, Chris enjoys hitting the gym 3 or 4 times a week, and bike riding on Sundays. He is also planning a rebuild of his Harley in the future.



A New Position

Sara has been with Sutherlands since 2008 and has been involved with many facets of the company and clientele. From being the face of the front desk to her previous position in walk-in sales, Sara is now eager and confident to begin her new venture in builder design/sales for interior finishes.

In 2008, Sara graduated with an AAS in Interior Design. She also has certificates in AutoCAD and Kitchen and Bath Design.

"I have experienced several avenues of my career and this industry while being with Sutherlands. I'm excited to take on this new position and confident that my background will provide our customers the service they are looking for and have come to expect from Sutherlands."

Originally from Elkhorn, NE, Sara has been enjoying Colorado for 7 years. In her free time Sara likes to spend time with her family – her husband, Matt, and two dogs, Kota and Rusty. She enjoys hiking, camping and anything outdoors.

Top 5 Home Remodeling Blogs

Remodeling Tips Blog - This blog is a great resource for information on all aspects of home improvement. With regular updates, the topics range from remodeling ideas, contractors, financing and more...

Casa Decrepit - A personal saga of home renovation. With all the pitfalls, hopes and joys of creating a dream home, this blog tells the personal story of a family and an 1876 house badly in need of extensive repairs...

Improve Your Home and Garden - A great source for the latest trends and design ideas in home improvement and decoration. Contributors to this blog include some of the top home, garden and lifestyle show producers in the US...

All Home Improve - A daily updated blog with articles providing tips and articles on all aspects of home improvement. This is a good resource for anyone looking for ideas or advice for their own projects...

Charles and Hudson - Packed with the latest in home improvement trends and tricks, this blog has advice for Do-It-Yourself'ers as well as tips for people hiring contractors. A must-read for the home improvement enthusiast...