

Business Ethics Are Not Complicated

By: Tom Lower, Vice President and Sr. Manager of Sales and Marketing

In the January 2003 edition of the Meter Setter, then Senior Vice President, Gary Bryant, addressed an interesting question from a college student. The student's business ethics class was studying the headlines of the day which were filled with stories of corporate fraud and scandals. She asked, **"Can you tell me if your company has a code of ethics and if so, how may I be able to obtain a copy of it?"** This was an interesting question because at Ford Meter Box, the fundamentals of running an ethical business were so apparent that they were never written down.



Mr. Bryant asked other managers for their thoughts on business ethics at Ford Meter Box. He said, "We compared Ford's successful practices versus the problems of other companies currently making the headlines. **Ford's long-term stability is largely due to reasonable expectations from our ownership.** We acknowledged the pressure to achieve unrealistic short-term financial results as the root of many companies' demise.

"Good companies recognize the importance of balancing the consequences for every employee involved in the business. We also discussed the virtues of a quality business – the ability to work fairly with vendors and maintain honest relationships with customers. **The group's most important consensus was that consistent, high-quality ethics and success go hand in hand.**"

What rang true yesterday, rings true today, and will ring true tomorrow.

So, why do ethics matter in business? Ethics are the principles that contribute to the common good of all. They guide us to tell the truth, keep our promises and help those in need. Ethics in the business world are just as important as ethics in our personal lives. **Honesty, integrity, trustworthiness, loyalty, fairness, respect, and abiding by the law** are some of the values we would all be wise to follow in our day-to-day responsibilities.



Ethics in business – it's not complicated.



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