

Welcome to the ETHICAL ENTREPRENEUR

INTRODUCTION

The aim of the Ethical Entrepreneur values app is to show how business can be:

**Ethical & Effective;
Principled & Profitable;
Conscious & Commercial**

We are going to look at the application of fine values in the performance of 9 core management functions:

HOW WE THINK, HOW WE RELATE TO OTHERS, HOW WE ACT.

And

THE RESULTS

HOW WE THINK

It is important to establish a stable and balanced state of mind when making decisions.

The Related Values:

Mindful Awareness/Being Present, Inner Stillness, Calmness

There needs to be clarity about the vision, values and long term, sustainable objectives of the organisation.

The Related Values:

Service, Duty/Responsibility, Courage and Fearlessness

To maintain clarity and balance, there needs to be freedom from excessive desires, habitual reactions and claims for success/failure.

The Related Values:

Temperance/Moderation, Self-Control, Detachment

When these values are lived the important Business Qualities that result are:

Adaptability, Decisiveness, Sustainability,
Dependability, Clarity, Customer Focus

HOW WE RELATE TO OTHERS

It is crucial to be truthful and transparent and in all dealings -internally and externally.

The Related Values:

Truth and Honesty, Integrity, Trust

It is important to establish and maintain a harmonious work environment.

The Related Values:

Respect, Cooperation, Compassion

Energy and resources need to be invested in empowering staff to enable the full development of their talents.

The Related Values:

Patience, Freedom, Generosity

When these values are lived the important Business Qualities that result are:

Teamwork, Gender Equality, Solidarity, Diversity,
Collaboration, Credibility

HOW WE ACT

The inevitable challenges, mistakes and uncontrollable external factors need to be dealt with appropriately.

The Related Values:

Equanimity, Determination/Perseverance, Tolerance

Energies need to be focused with the right priorities and in the right way to convert intentions and plans into effective actions.

The Related Values:

Justice/Lawfulness, Discrimination, Harmlessness

Most importantly, inspiring leadership must be provided, one which sets the right example at all levels.

The Related Values:

Selflessness, Love and Caring, Humility

When these values are lived the important Business Qualities that result are:

Accountability, Resilience, Vitality,
Productivity, Efficiency, Innovation

THE RESULTS

For all the Stakeholders: Employees, Customers, Suppliers, Investors, the Community, the Nation, the Universe and Yourself

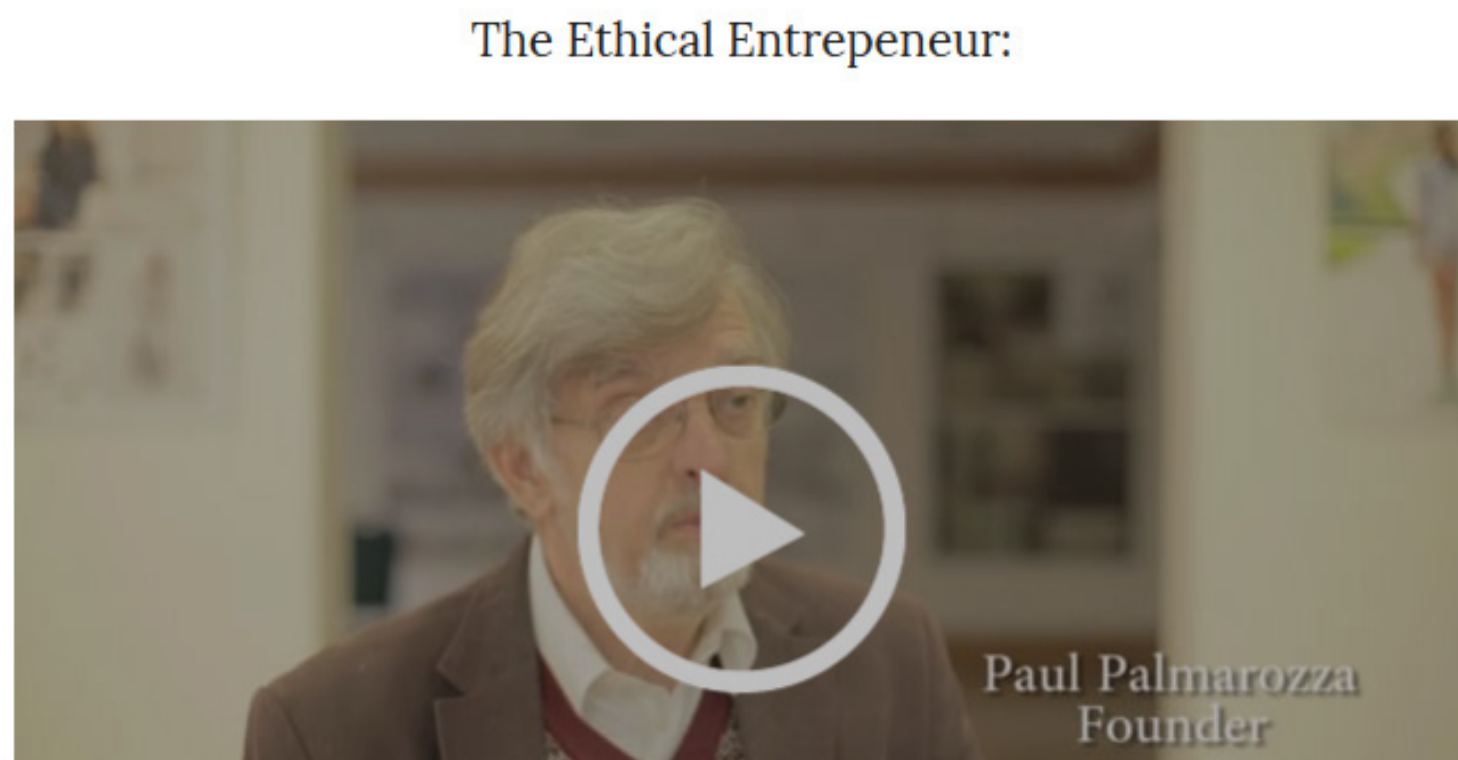
The Related Values:

Happiness, Peace/Contentment, Unity

And the resultant Business Values which will be recognised by all:

Productivity, Profitability, Excellence

The Ethical Entrepreneur:



Ethical Entrepreneur: Mindful Awareness, Day 1

HOW WE THINK

It is important to establish a stable and balanced state of mind when making decisions.

There are many decisions that need to be made every day at different levels in the organisation.

There are usually several options, some with significant external pressures e.g. to meet investor expectations, and some with internal pressures, e.g. I want to win and to gain personal recognition. What is needed is a decision-making process based on a mindful awareness that enables you to remain steady, be clear about your motives and to apply relevant values as the basis for the decision.

The Related Values:

Mindful Awareness/Being Present

Stillness/Inner Silence

Calmness

We are going to look at nine key management functions in running an enterprise and how these functions can be performed more effectively when guided by natural human values such as Honesty, Courage and Determination. When these values are followed i.e. lived, important business values like Credibility, Innovation and Efficiency manifest, which help make possible a more sustainable, responsible business.

The management functions are described in terms of:

HOW WE THINK

HOW WE RELATE TO OTHERS

HOW WE ACT

If I can stop wasting my energy and start concentrating more in the present moment...

*Set no value on property,
seek no honours.
Avoid excess,
avoid restlessness.
Rejoice in the present.*

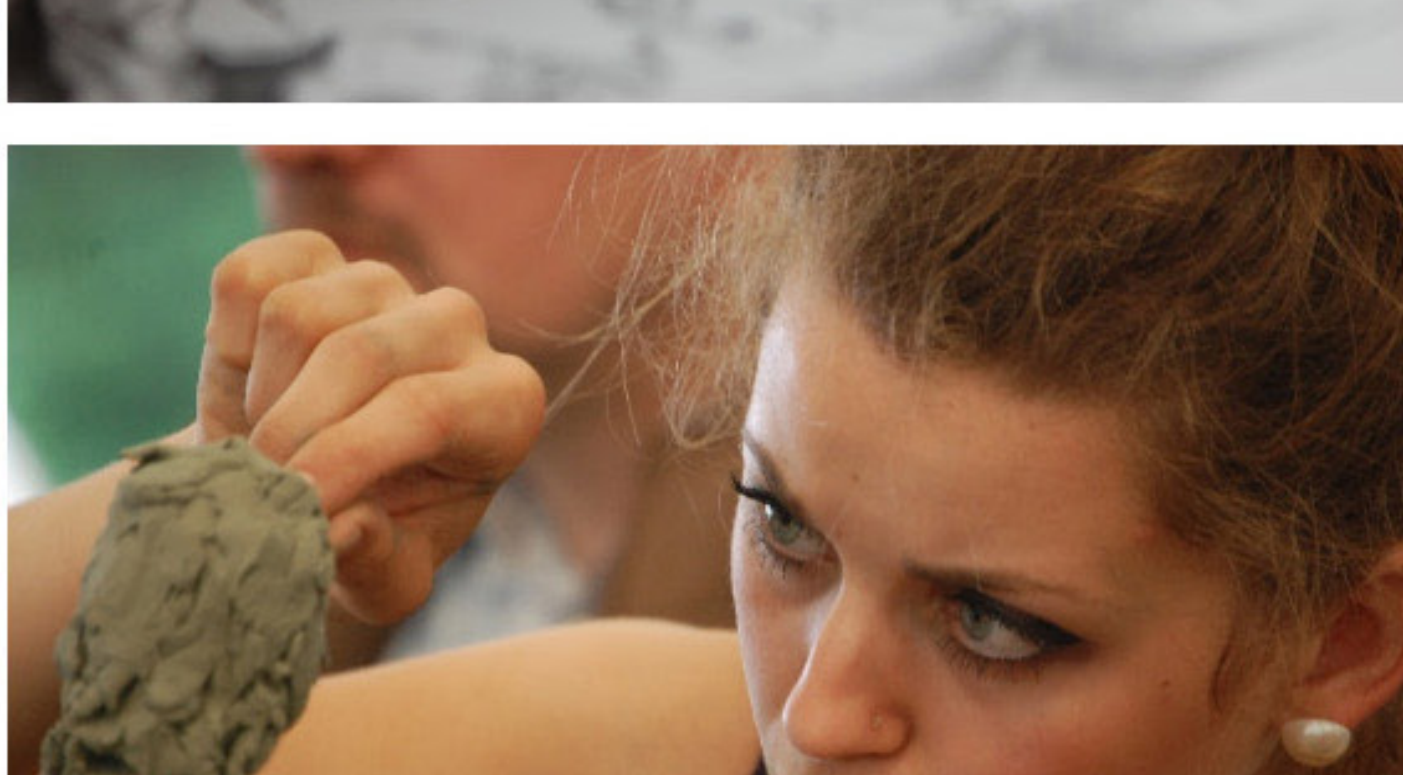
Marsilio Ficino

Decision making

What often happens is that when a decision needs to be made we are not sufficiently alert to what is actually happening in the moment and the basis of the decision comes are the preconceptions, assumptions and fixed ideas we carry with us. These are often ideas are based on past experience or future expectations and not what is being presented now by the particular person or situation.

This lack of complete attention in the moment often gets in the way of satisfying the internal needs of a company too. For example, when you are not fully present when meeting one of your employees, a prospective client or financier, then a package of ideas, associations and emotions will crowd the show and colour just how you react in the moment. Often the influence of the past or the anticipation of the future are so strong that we do not hear or see what is actually going on in the moment.

The power of careful attention is very obvious when one is watching a fine artist or craftsman at work. These examples of full attention are wonderful to watch. They bring joy to the observer and result in a fine product which continues to manifest that joy. That same joy can be tasted in a business context too.



A number of questions are presented for your consideration. Their purpose is to encourage self-examination and reflection on crucial issues facing us all.

First begin with a very simple Mindfulness exercise:

Mindfulness Exercise:

Connect with your listening...

Hear the sounds as they arise from silence

And return to the silence...

Let the hearing go right out to the most distant sounds.

Do not mentally comment about the sounds,
Just simply listen.

**How can I become more
mindfully aware as I go about
my daily activities?**

Ethical Entrepreneur: Truth and Honesty, Day 2

Truth can be a difficult subject to discuss. The idea that there is one truth about any subject is not readily accepted. A more common idea is that everything is relative. What is true for me is my truth and it may well be different from your idea about truth, but my view is as good as yours. For many speaking the truth is not a moral imperative.

One businessman said, **“Speaking the Truth is the best policy”**. His colleague replied, **“Let’s call that Option A.”**

Is the truth a moral imperative for You?

*If We are honest with ourselves and others,
THEN a clean clear conscience
will prevail.*

*Time is precious
but truth is more precious
than time.*

Disraeli

Truthfulness carries conviction and the power of integrity which helps grow trust. The mind however, being very subtle, can be used to convince oneself that a certain untruthful view is OK. To be truthful to others one needs to be totally honest with oneself, which requires being fully in the present moment with a still mind so that the truth can be revealed with clarity and without doubt.

To tell the truth is simple and fulfilling. There is also the fine art of telling the truth pleasantly in difficult situations so as to minimize the discomfort of others. If one is committed to the truth, then the best way to express it will follow.

Here is a scenario that shows a courageous response to a difficult decision.



Mindfulness Exercise:

Take a deep breath in and raise your shoulders.
Hold your breath for a moment...
then breathe out, allowing your shoulders to drop.
Notice what changes in your upper body,
when you breathe out and let go...

Have you found in your
experience that full honesty
and transparency are no longer
widely practiced in business?

Ethical Entrepreneur: Respect, Day 1

HOW WE RELATE TO OTHERS

It is important to establish and maintain a harmonious work environment.

Crucial to the efficiency, motivation and satisfaction of all the staff is a positive work environment, where there are clear examples of mutual respect, tolerance and an active concern for the needs of others, i.e. more emphasis on WE than on ME. A business is most effective when there is full cooperation between those within the company and with external business partners, suppliers, customers and the community.

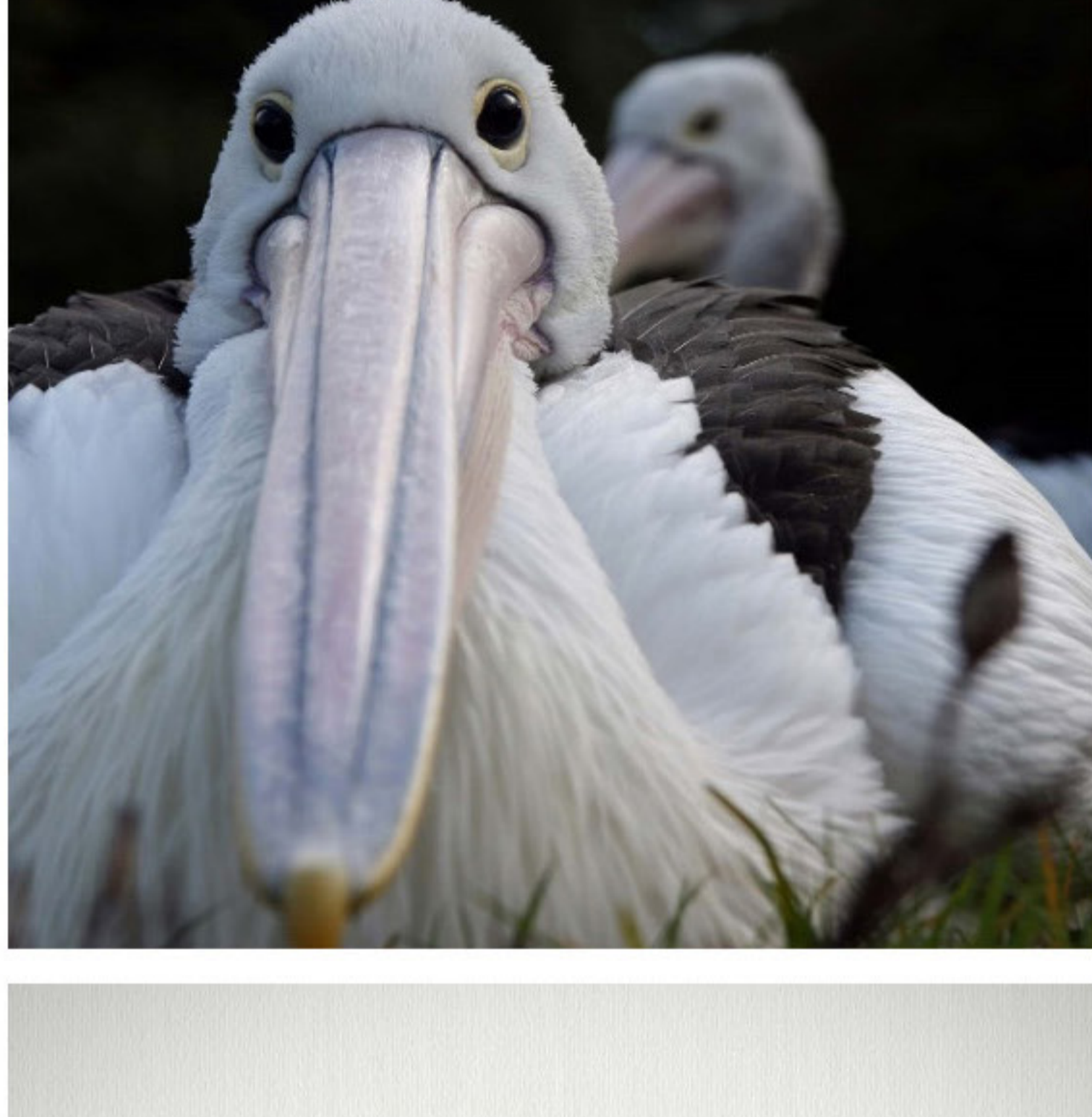
The Related Values:

Respect

Cooperation

Compassion

If I can see that gaining respect from others is directly related to the respect I offer them...



You may order and drive an individual, but you cannot make him respect you.

Hazlitt

When seeking to understand how other people see and interpret the world around them, dialogue is our most effective tool. The active exchange of ideas and opinions provides insight into the most important variables that define individual expectations for respect. To make this process work, we need to avoid judging people and actions by our personal standards of conduct and open up to learning about the world from another's perspective. It is a challenge to address respect in the service process.

Respect is reflected in every aspect of service processes and relationships - environments, interactions, supports, and resources. Everything from the selection and arrangement of the office and the selection of support activities, to the allocation of staff and resources can reflect the importance we assign to people receiving services and their needs. Balancing professional priorities with individual needs and requirements in a way that communicates maximum respect for people demands constant reflection on the meaning our actions convey.

Here are some ways in which we can better demonstrate the respect each person deserves in our daily interactions.

- **We can make sure that everything we do, say, and provide to others makes a statement about our regard for them.**
- **Respectful interactions do not draw undue or negative attention to a person's difference or disability.**
- **Demonstrating concern and support for individual difference sets the stage for communicating our respect for others.**

Mindfulness Exercise:

Connect with your listening...

Hear the sounds as they arise from silence

And return to the silence...

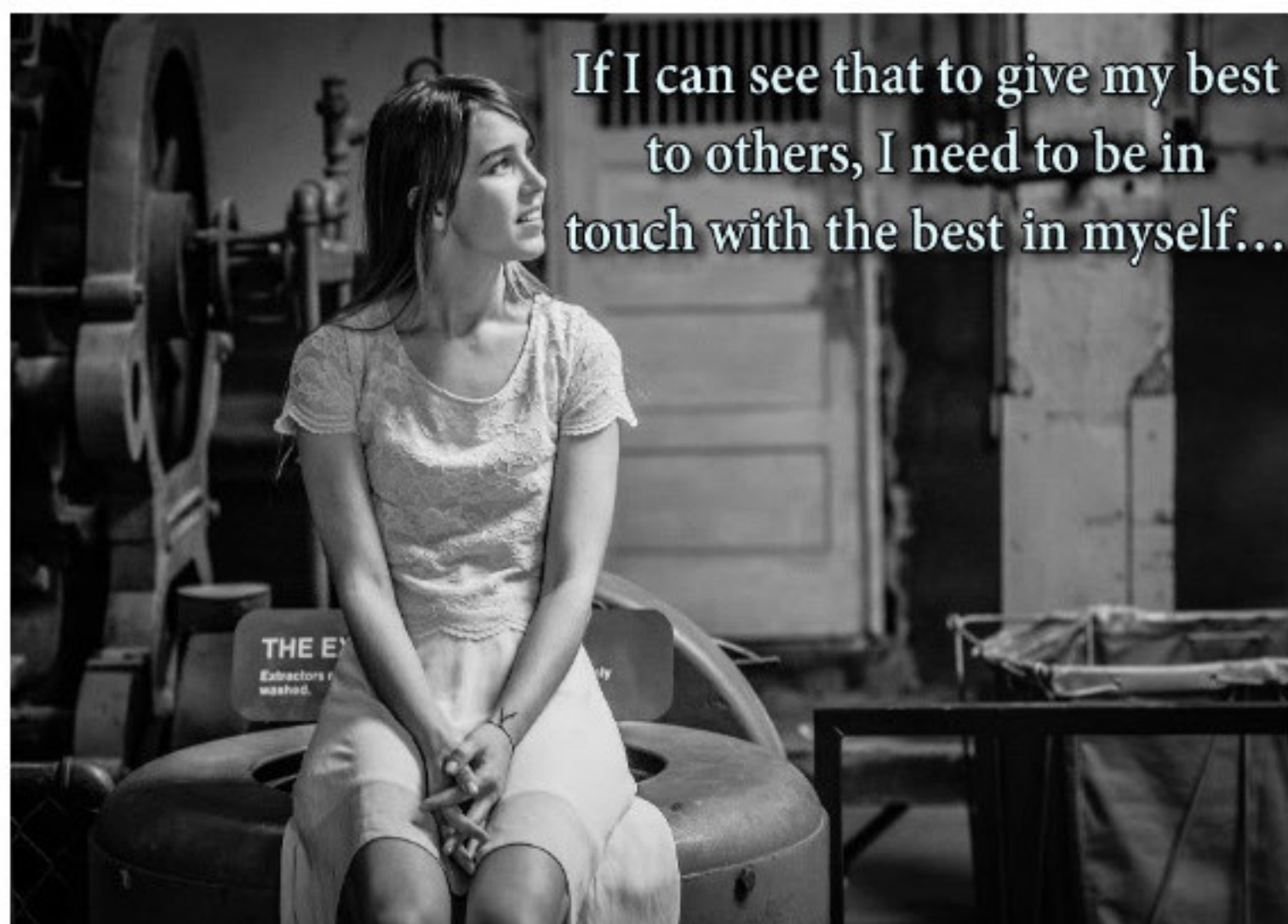
Let the hearing go right out to the most distant sounds.

Do not mentally comment about the sounds,

Just simply listen.

What do I think is the best way to earn the respect of others?

Ethical Entrepreneur: Service, Day 3



If I can see that to give my best to others, I need to be in touch with the best in myself...

Real joy can only be experienced if people look upon their life as a service, and have a definite object in life outside themselves and their personal happiness.

Tolstoy

Service is at the heart of business. Everything we do involves the heart in one way or another for without the heart there is no life. If our business analogy is to hold, then the heart must permeate all aspects of the business; from launch to termination, from the conception of an idea to the final consumption of the end product.

It is common sense that when customers are well satisfied with the service received, faith and confidence are developed in the provider such that the customers are more likely to come back and buy again even if difficulties are experienced at times. The organisation develops a good brand which is a prime factor for a sustainable business.

Here is a video interview with Lord Karan Bilimoria, CEO of Cobra Beer, speaking about the importance of gaining customer satisfaction in the early stages of a business.



Mindfulness Exercise:

Bring to mind someone who naturally makes you smile.
Just imagine them, without thinking about them.
Explore what it feels like to bring them to mind.
What do you experience in your body?
Your face, your heart?
Just observe what is here right now.

What is the service that you are prepared to offer to the marketplace?
Is the service you propose based upon a clear need or is it based primarily on your competence and skills?

Ethical Entrepreneur: Equanimity, Day 1

HOW WE ACT

The inevitable challenges, mistakes and uncontrollable external factors need to be dealt with appropriately.

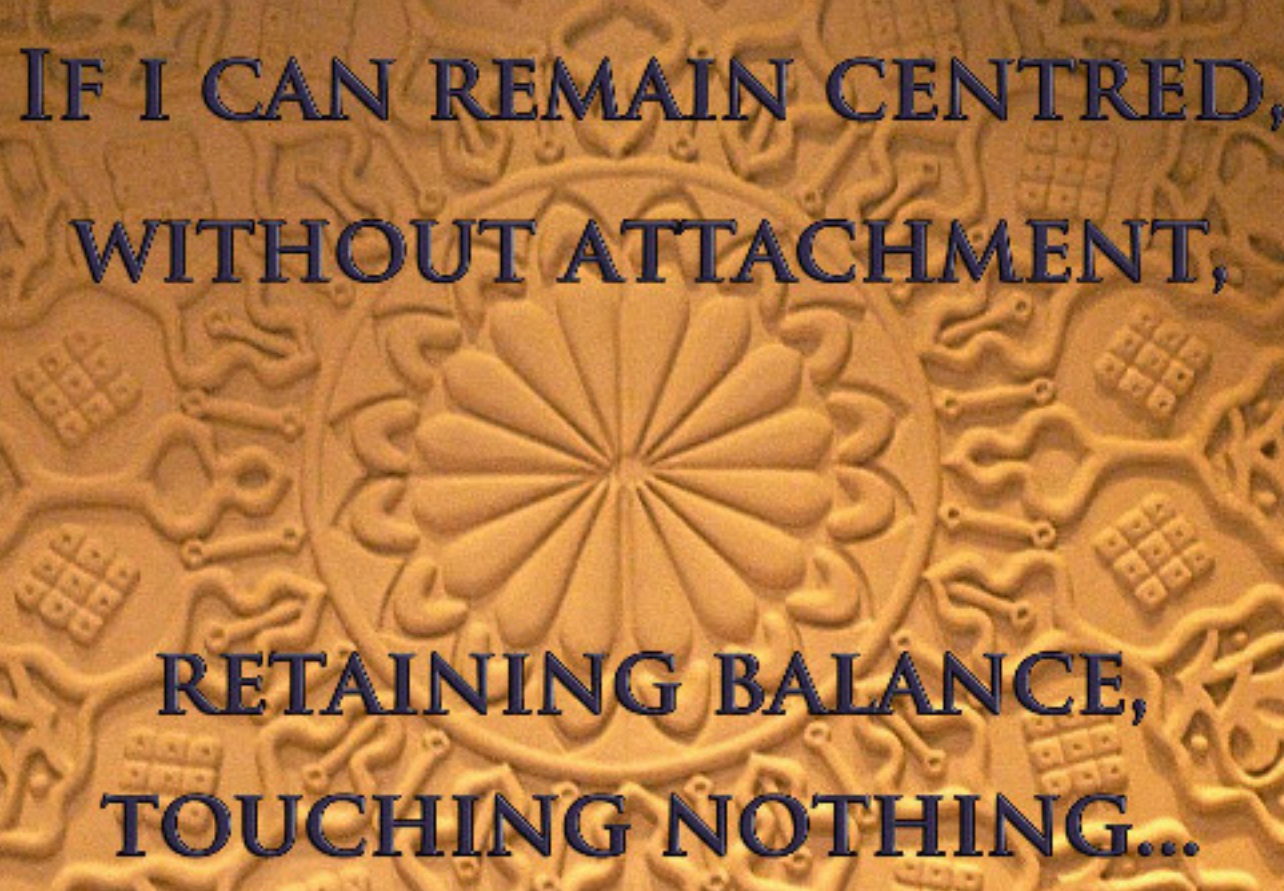
To launch and develop a new business, you will need to live with uncertainty. The way to respond to the inevitable challenges, be they self-imposed or from an external source, is to maintain a balanced and unattached state so that one's full faculties are available to discern the best response. Maintaining a balanced state is definitely required supported by a determined attitude to continue to work through the obstacles.

The Related Values:

Equanimity

Determination/Perseverance

Tactfulness

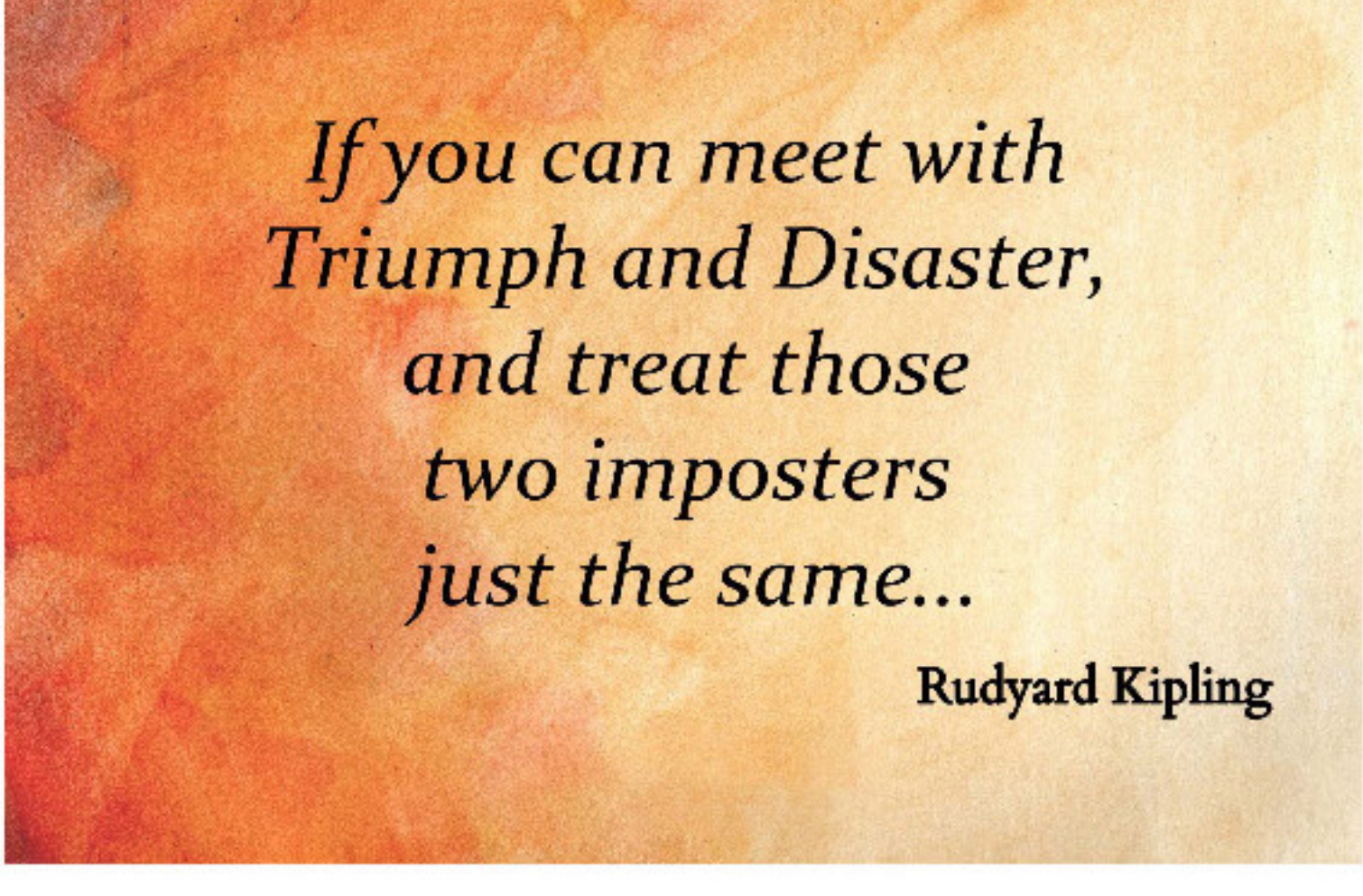


**IF I CAN REMAIN CENTRED,
WITHOUT ATTACHMENT,
RETAINING BALANCE,
TOUCHING NOTHING...**

Let us first look at the definition of the word.

It comes from the Latin **-aequus** meaning equally/ balanced + **animus** meaning mind. So equanimity is the state of a balanced mind.

An excellent expression of equanimity is offered in a verse from the poem **IF** by Rudyard Kipling;



*If you can meet with
Triumph and Disaster,
and treat those
two imposters
just the same...*

Rudyard Kipling

Here is a view shared by many traditions, which explains the difference between a balanced and an unbalanced state.

We slip into an unbalanced state when our motives, thoughts and actions are dominated by our individual ego. When we are connected with our true nature, the individual ego does not operate anymore, hence the outcome is balanced, known as equanimity. When one is fully aware, one does not become attached to the world, rather one acts more like a witness or an observer. When we look at the world through the unique filters of our individual minds, each one of us sees it differently. It is only when we become very still within that a clear picture of the creation is experienced. In this vision there are not the great pressures to have, to win, to succeed, to be praised. All these are aspects of our individual ego. When we are not subject to the ego we are able to see matters with greater balance and are better able to respond appropriately to the conditions and needs of the moment.

Mindfulness Exercise:

Connect with your listening...

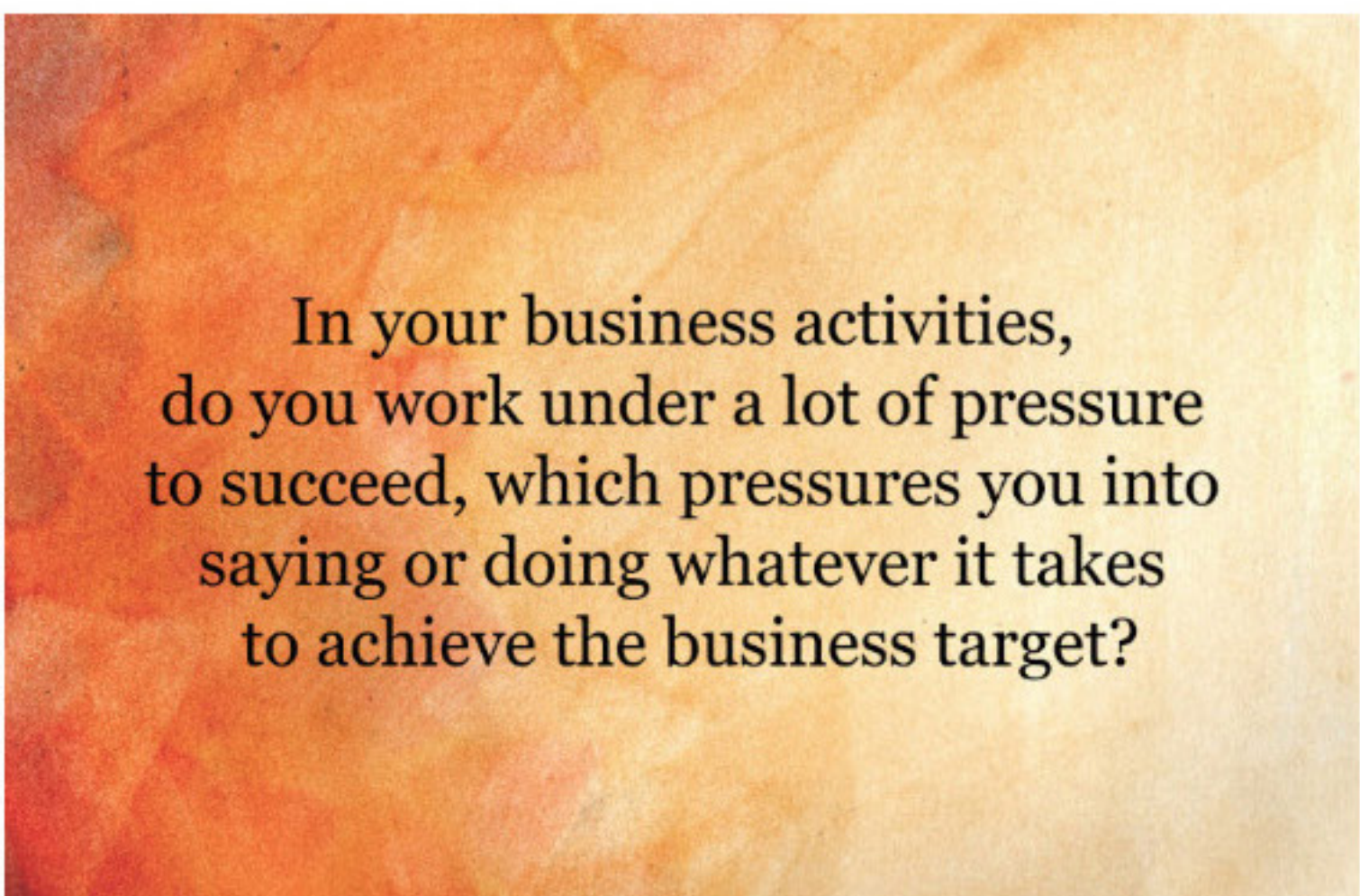
Hear the sounds as they arise from silence

And return to the silence...

Let the hearing go right out to the most distant sounds.

Do not mentally comment about the sounds,

Just simply listen.



In your business activities,
do you work under a lot of pressure
to succeed, which pressures you into
saying or doing whatever it takes
to achieve the business target?

Ethical Entrepreneur: Temperance, Day 5

If We can maintain a careful vigilance
to make sure we do and say just enough...



*Temperance is a tree which as for
its root very little contentment, and
for its fruit calm and peace.*

Gautama Buddha

Here is a video speaking about Temperance, one of the 4 cardinal virtues as set out by Plato.



Mindfulness Exercise:

Sit straight and firmly clap your hands once.
After you clap, close your eyes
and allow your hands to hang next to your body.
Bring your attention to the sensations in your hands.
Simply staying with the sensations in your hands.

Can I see that being temperate
means restraining my emotions as
well as my senses?

Reflection & Feedback Request

Please quietly reflect on what you have learned about Temperance and Moderation. Consider how by keeping a good balance, by avoiding excess enables you to maintain greater stability and real contentment in life.

What specific practices do you intend to establish that will help maintain good balanced mental and emotional states and thus enable the maintenance of clarity in the decision making process.

Please write down your thoughts on the application of this value that you are willing to share with others and send it to:

Team@ethicalentrepreneur.org

Ethical Entrepreneur: Humility, Day 4



If I can see that my talents can be put to best use
only when humility is present in full measure

*True humility
is not thinking less of yourself;
it is thinking of yourself less.*

C S Lewis

It was certainly clear that good, effective leaders do not see meekness as the meaning of humility. On the contrary, it was a source of their strength. But the notion of being self-effacing is one that we struggle with in our competitive culture. We often confuse humility with timidity. Humility is all about maintaining our pride about who we are, about our achievements, about our worth – but without arrogance – it is the antithesis of hubris, that excessive, arrogant pride which often leads to the derailment of some corporate heroes, as it does with the downfall of the tragic hero in Greek drama. It's about a quiet confidence without the need for a “showing off” of our wares. It's a lack of arrogance, not a lack of aggressiveness in the pursuit of achievement.

Here is a video about a truly humble and a truly great person.



Mindfulness Exercise:

Connect with the sense of touch.
Feel the weight of the feet on the floor...
the weight of your body on the chair...
the touch of your clothes against your skin
If your mind wanders away just simply return it
To the sense of touch...

How can I begin to reduce
my ego-driven demands
for praise and attention?

Ethical Entrepreneur: Justice, Day 2

If I can avoid injustice
which really profits no one,



and follow
justice
which really
harms no one...

*There is an orderliness in the universe,
there is an unalterable law governing
everything and every being
that exists or lives.*

Mahatma Gandhi

As with all fundamental principles justice relates both to an inner state and to a social dimension governing our relationships with others. What does justice mean in a business context? A business is a social institution and as such requires laws and rules that regulate behaviour. The primary aspects of justice that require the attention of the moral manager are fairness and equity.

The company needs to be fair to its employees. This relates to the entire range of employment policies, including pay, promotion, holidays, maternity leave, sickness, and so on. The list is long.

This requirement for the company to be fair is reciprocated. The employees need to be fair to their employer, delivering a full measure of work for the compensation they receive, not abusing trust by helping themselves to company property or cheating on their expenses.

The company needs to be fair to its customers, delivering a valuable product or service, on time and for a fair price. When it makes a mistake it needs to be fair about rectifying it as quickly and fully as it can. The customers need to be fair by not making unreasonable requests of the company and by paying their bills on time. All companies are customers of their suppliers, so these obligations of fairness rest with them in that role too.

Mindfulness Exercise:

Look at the palm of your right hand as if
you have never seen it before.

Notice the small and bigger lines,
the space between your palm and the top of your hand.

Observe the different colour tones and texture.

Simply observe...

What have I observed
is the reaction of people,
myself included, when we feel that
we have been treated unjustly?

Ethical Entrepreneur: Patience, Day 5



*If I can see that
given time and patience,
the mulberry leaf can
become a silk gown...*

*If you do not cover
yourself on every side
with the shield of patience,
you will not long remain
without wounds.*

Thomas á Kempis

Another common example today in the strong desire for short term results is in the world of sport, which is now seen as a business with the ownership of teams attracting global investors who are looking to make a considerable return on their investment. For the sportsmen money and fame are often the primary motivators. You have got to win. The numerous examples of athletes using performance-enhancing drugs and accepting bribes to fix the results are too pervasive to ignore.

Here is a story about impatience, and the change that occurs when the demand for short term results is dropped.



Mindfulness Exercise:

Sit straight and firmly clap your hands once.
After you clap, close your eyes
and allow your hands to hang next to your body.
Bring your attention to the sensations in your hands.
Simply staying with the sensations in your hands.

Can I see that patience
is not just idle waiting,
but waiting for
the right moment to act?

Reflection & Feedback Request

Please quietly reflect on what you have learned about Patience. Consider how being able to wait for the right moment to act is key element in a successful venture.

What specific practices do you intend to establish that will help you resist the common pressures to maximise short term results in your business and to be more patient, with yourself and also with those who work with you.

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Here are some other sample videos:

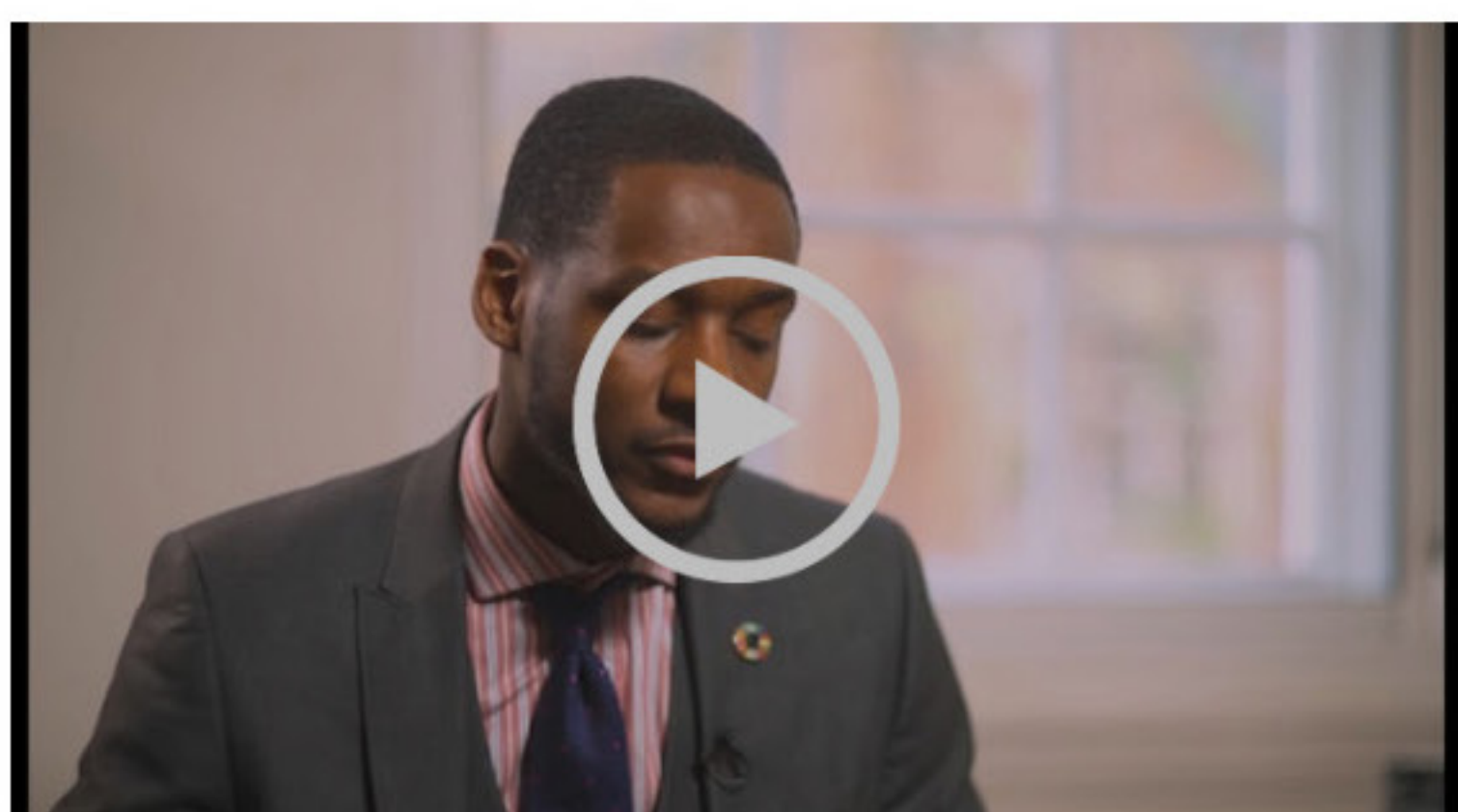
Interview with Lord Michael Hastings:



Interview with Dame Stephanie (Steve) Shirley:



Interview with Dayo Okewale:



Video on Generosity:



Video on Truth and Honesty:

