



## The Value Minute® for Business.

Businesses, more and more, are trying to find ways to reinforce their corporate values among their employees and to instill in them the importance of their being able to make sound, moral choices in the workplace. Employees are the essence of a company and how they conduct themselves both in and out of the office can have a profound impact on a company's reputation and its performance. The Value Minute® will challenge employees to think about their own values and how to apply them in the workplace for maximum personal and professional benefit.

### Sample Values for Business Features

- **Integrity in the Workplace**

What do you think would be the best way or ways to improve integrity in the workplace?

- Tougher auditing and controls?
- Incentives and rewards for doing the right thing?
- Stronger leadership from top management?
- Better methods to communicate violations of integrity?
- Organized opportunities to talk about integrity with fellow employees?

**If you work in an organization, what would you be willing to do to improve the practice of integrity as a core value of that organization? What price would you be willing to pay for such an initiative?**

- **Whose Concern Should That Be?**

Most businesses exist to produce profits for their shareholders and employees. Whose concern should it be if the most successful salespeople of a company are willing to use dishonest, immoral and/or illegal means to achieve their profitable results? Do you know of companies that expect violations of their employees' personal values in order to maximize profit?

**How strong should the discipline be for failure to adhere to company codes of moral values?**

- **Tell It Like It Is**

P&G hired spies to gather information on Unilever's shampoo business. As reported by *Fortune*, "When P&G CEO John Pepper learned of this operation, he fired the three executives who had authorized it and began talks with Unilever." P&G ultimately paid about \$10 million and pledged never to use any of the information gained from its spies. P&G walked the talk of its values.

**Do you walk the talk of your values? Why?**