



WORK ETHICS FOR COMPETITIVE PERFORMANCE

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The subject of 'Work Ethics for Competitive Performance' comes at a time when the business world is beginning to realize that business cannot be done in any way, but has to be done in a certain way, if it has to sustain and grow over a period of time. There is a collective ethical consciousness, which is beginning to make a choice between the right and wrong. 76% of consumers in 1997 said they would switch over to brands associated with a good cause if price and quality were equal. This was up from 66% in 1993. (*Cone/Roper marketing trends reports 1997*). The industry may not going to make a serious note of this factor, but the consumer is going to make a note and this may not be good for an organization in the long run. Increasingly there is a realization that social accountability is a prerequisite for sustained business growth.

With globalization, the technology and skill gap can be reduced to get on to a level, playing turf, but it would be a challenging task to align the values of the individuals involved in the business. People who run organizations and their values are going to govern the long-term growth of the organization. 'A study of financial performance of US companies that have had a written values statement for at least a generation, shows, the net income of these companies increased by a factor of 23 during a period when the GNP dropped by a factor of 2'. (*Research commissioned by Jim Beck, former Chairman, Johnson & Johnson*).

The competition is heating up with globalization, the consumer is aware and is watching your actions very closely, and if you have to succeed in this environment you will have to become aware that all things being equal what you value and stand for will make a difference. 'Great management is about character, not technique'. (*Thomas teal - HBR*).

The above are clear indicators of what the choice of the future is going to be. It's just not enough if you know where to take your business, it is equally important that you know how you are going to do it. Organizations with High Vision and Values will end up being the most successful organizations of the future.

Emerging from personal experience, I moved from one organization to the other, as I was uncomfortable with the values of those who mattered in these organizations I worked for. The value conflicts were so severe that I finally decided to take a two-year sabbatical to look within as to what the real problem was and where it was. I did not get back to the industry but have made it my life mission to work towards reviving the 'Value of Values' in the organizational performance. I am glad though the journey has been tough; it has started yielding results. Truth will eventually have its way. As John Naisbitt rightly says, "The most exciting breakthroughs of the 21st century will not occur because of technology but because of an expanding concept of what it means to be a Human."