

# TRUSTETHOS

## History of a Spirituethical Tool



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Stiftung

... Suchen und Fördern des **GUTEN schlechthin**

qualitativ ? – innovativ ? – leistungsbereit ? – flexibel ? – kompetent ? – wertebewusst ?

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s.a. SM 201224 Weit-Sinn—SM 220527 Bus als Vrtr Schule; SM 190606 Spirituethik;  
hierin erwähnte SM etc. zu finden in <https://karl-schlecht.de> download.  
Fremdsprachen Version siehe unten.

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After 20 years of promoting our Global Ethic, we now also print a TrustEthos for trust in performance-oriented business on the back of our business cards.

### How did this come about?

Since 1970 I had been interested in developing a company value catalogue, as other good companies had at the time. In 1975, our Putzmeister catalog of values, also known as the “company philosophy” (later named the CophySheet), was created in a team and with the help of consultants. The content of the document, summarized under the motto “This is how we want to be”, was understood by company employees and customers as a trust-building mechanism. This valuable tool also saved us significant interaction costs. According to surveys of the workforce, the content of the

annually updated CophySheet has been continuously improved over the years, gaining broad validity among people of good will – even in the cutthroat world of performance-oriented business. It also indirectly promotes individual health, as I can attest at the age of 90.

When I became a Rotarian in 1982, I discovered the so-called 4-Question Test, which was born out of real-world business experience and “invented” by Rotarians in the aftermath of the Great Depression. I added “HONESTY” to create the KSG 5-Question Test in 2012. This test is the first element of our “TrustEthos” formula, which I explained as the “KSG mantra” in our 2021 annual report. Twenty years of learning and problem-solving with thousands of company members worldwide also prompted me to insert this 5-Question Test as a “code of trust” as a Preamble to every Putzmeister and KSG contract (see SM 060810 and Porga 900512 contracts). This 5-Question Test can be ordered as a sticker for the back of an iPhone free of charge by email from the KSG secretariat: [info@ksfn.de](mailto:info@ksfn.de).

In order to internalize trust as sacred in the nature of good people, the Golden Rule common to the world's religions can be summarized in the negative: ‘DO NOT DO UNTO OTHERS...’ This cross-culturally universal idea of ethical reciprocity lies at the heart of Hans Küng's ‘World Ethos’ project (SM 121126) and constitutes the second pillar of our TrustEthos.

Finally, in 1998, while working on an update of our CophySheet, I was led to formulate my own specific definition (SM 121126v) of Hans Küng's World Ethos idea. These

maxims of elementary humanity are not biblical commandments; they are to be understood as quasi-“instructions for use” for human beings everywhere.

The way to GOOD humanity leads through virtues to be learned. Thanks to our TrustEthos, no one in the KSG orbit can say that they do not know what they are. Virtues and values are only internalized, however, if they are repeated in practice.

## TrustEthos – for TRUST in performance oriented business

### 5-Question-Probe as Trustcodex:

1. **Is it true?** Am I truthful? Do I show integrity?
2. **Am I honest?** - sincere - open - communicative?
3. **Is it fair for all concerned?** - decent - equitable
4. **Will it promote friendship and goodwill?**
5. **Will it benefit all concerned?**



### World Ethos Idea as the Golden Rule of Ethics:

*Do not do unto others what you would not have them do unto you.*

### Maxims of Elementary Humanity:

*Don't kill, don't steal, don't lie, don't rape.*

*Honour parents and ancestors, care for children.*

*Love one's freely chosen vocation.*

### Universal Vices

*Pride, Greed, Anger, Miserliness, Lust, Excess, Laziness*

## 诚信精神 - 事业成功基于诚信

### 诚信守则之 5 问:

1. **实事求是。是真的吗？我真实、诚恳吗？**
2. **诚实正直。我诚实、正直、开明吗？**
3. **公平合理。这样公平吗？**
4. **友谊和善。它会促进信任和善意吗？**
5. **互利共赢。它有益于全体参与者吗？**



### 世界精神之理念 - 黄金法则 - 伦理:

*己所不欲，勿施于人*

### 人类基本原则:

*不杀生，不撒谎，不偷盗，不私通，尊敬父母，关爱孩子... 付诸于自己的思想和行动*

### 原罪（全球适用）:

*骄傲，嫉妒，愤怒，吝啬，贪欲，暴食，懒惰（宗教意义，道德意义）*

## TrustEthos - pour générer la CONFIANCE dans le monde des affaires

### Le Critère des cinq questions comme Trustcodex:

1. **Est-ce que c'est vrai?** Suis-je franc? Intègre?
2. **Suis-je honnête?** – sincère – ouvert – communicatif ?
3. **Est-ce que c'est juste pour tous les partis?** – convenable ? équitable ?
4. **Est-ce que ça favorise l'amitié et la bonne volonté?**
5. **Est-ce que ça bénéficie à tous les partis?**



### Ethos Mondial comme règle d'or:

*Ne faites pas aux autres ce que vous ne voulez pas que les autres vous fassent.*

### Maximes pour une humanité élémentaire:

*Ne tuez pas, ne volez pas, ne mentez pas, ne violez pas.*

*Honorez votre père, votre mère et vos ancêtres ; soignez vos enfants.*

*Aimez votre vocation librement choisie.*

### Les vices universels:

*L'orgueil, la cupidité, la colère, l'avarice, la convoitise, l'excès, la paresse.*

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