

WB 121204 – (overlapping with SM 121004)

KS- WE guidelines

Extract from WD 110204 focusing on business



Karl Schlecht
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- qualitative ? – innovative ? – prepared ? – flexible ? – competent ? – value conscious ? -

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Basic KS - thoughts focusing on business to be respected in KSG - sponsored

Worldeconomic- Ethics Institutes

(= World Ethics Institutes like WEIT and WEIB, furthering effectivity in business)

1. To actively incorporate the 2500-year old **Golden Rule** into everyday professional and business practices.
2. To foster awareness and encourage active use of the **5-Question Test (*)** in professional life and business relations.
3. To apply **traditional values and virtues-based reasoning** in one's self activities, same to stakeholders and competitors – shown daily by concrete actions. (**)
4. To discipline oneself to strive daily for **personal excellence** in accordance with the principles inherent in the **world ethics idea**, and to demand such excellence from others in value-based activities and leadership as essential **for success and survival** in global competition.
5. Doing one's best everyday depends on making **right decisions**, not on "being right"; lead by example.
6. **"To love your neighbour as yourself"** – the so-called 11th commandment – must be expanded to include sensitivity in the religious area: "Respect the beliefs and feelings of the Other – perhaps adapting or even adopting – insights of the Other for your own."
7. To cheerfully practice the Putzmeister originated motto: **"Serve, improve, create values."**

(*5 Qu.-Probe) *Is it the truth? **Am I truthful?***
 – *Am I honest? **Open-minded?***
 – *Is it fair to all concerned?*
 – *Will it build goodwill and better friendships?*
 – *Will it be beneficial to all concerned?*

Related to the Rotarian 4 Q probe, created during the Great Depression 1932 – see Website
<http://www.karl-schlecht.de/en/values/die-4-fragen-probe/>

(**) Please also see Website about human rights and human responsibilities:
http://www.global-ethic-now.de/gen-deu/0c_weltethos-und-politik/0c-02-menschenrechte/0c-02-00-rechte-pflichten.php printed in PM 97164;

These have to be respected on top of the above.