

# HOW IS WORK ETHIC IMPORTANT IN YOUR BUSINESS?

By Daniel Theyagu



There is an ancient Chinese saying: "If you have not done anything wrong, then you should not fear the knock on your door at midnight." This saying has much relevance to the concept of business ethics and why it is important to embrace ethics in your work environment. The truth of the matter is that many people sometimes sacrifice long term sustainability for short term gain. In doing so they are basically digging their own grave as this is almost equivalent to constructing a high-rise building without a proper foundation.

Work ethics is important as it gives value to what you are doing and adds credibility to your character and personality. It is a fact that people will want to work with those they can trust. When you act in an ethical manner you will show up as a person of high integrity and principle. In turn the people who are working with you

or working for you will place their trust and will be prepared to follow your directions knowing that you have their best interest in mind.

In business ethics plays an important role in developing a meaningful relationship with both internal and external customers. Within a business organization, it is vital that there is trust and loyalty amongst the management and the staff. If one person acts unethically in an organization it will create a sense of dissonance amongst everyone and affect the morale and motivation of the whole organization. There is another saying which states that the fish always rots from the head. In a business organization, this means that the right ethical behavior is something that must permeate from the top. When a boss acts unethically whether with his staff or with any third party, his behavior might have a negative impact in his whole organization.

Only when the leader shows or creates the way to the right ethical behavior will the staff follow suit.

External customers who can see the ethical behavior of a business will be more loyal to that business and will even tell their friends and bring in more business. Nobody would want to trust or work with a crook. It is obvious that you will not want to patronize a store or business if you have information that they are acting in an unethical manner. Even if the business is unique in nature or a monopoly in one particular industry, customers might only engage in transaction as long as it is necessary. However in doing so they will continuously be looking out for alternative companies who can provide the same service. This means that all it will take is a newcomer to the business to pull the carpet right under and topple the business over. Acting in an unethical manner would mean that the person or company will have to constantly look behind their back. With the fast pace of communication transfer and easy accessibility to social network sites - frustrated customers will tell the world of the unethical behavior. In time this will spell doom for the business's existence.

To act in an ethical manner is not as difficult as it may sound. In your business you can start acting within an ethical dimension. To do this first start by having a simple but powerful vision that commits you and your staff to achieve long term sustainability. By doing this you will be forced to look at your business's work practices to see where the ethical loopholes are and correct them.

Understand too, that people by nature have to innate ability to forgive as long as they know that what you did was through ignorance and that once you've realized this you have taken the right steps to rectify it and aim not to do it again.

Working in an organization committed to ethical behavior is not only pleasant but will create a higher level of motivation and commitment amongst the staff.