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CAP Member

Newsletter

Back To Basics

Over the past several years we have had a number of highly visible scandals and examples of violated trust in the business world. If you will permit me, I'd like to cut through some of the political rhetoric, media grandstanding, and finger pointing, and offer my personal opinion regarding the causes and what we can personally do about it.

At least in part, I believe these problems are the downside of technology and our world getting smaller. The ability to communicate electronically, do business 24/7 around the world, and do it in virtual anonymity if we choose, has encouraged us to abandon common sense and forget some of the soundest advice about how to do business. Such as:

- Know who you are doing business with.
- The Golden Rule: Treat others as you would like to be treated. (Including the organizations and institutions we do business with.)
- There is no free lunch.
- Price is what you pay, value is what you get. The bitterness of low quality lasts long after the sweetness of low price is gone.
- Personal freedom and personal responsibility are two sides of the same coin.
- Expect the government or anyone else to take care of you at your own peril.

As business managers we must have the courage to run our businesses ethically and for the long haul, despite the tremendous pressures to achieve short-term results at all costs. We must pay more than lip service to "putting the client first." We must seek out and do business with those consumers who want a long-term, win-win relationship with our companies.

As consumers we must take the time to get to know who we are doing business with and what they stand for. We must put our money where our values are. We must reward those companies who are good corporate citizens, and treat us and their employees the way we want to be treated. Initial purchase price should be only one of several criteria we use to decide who we are going to do business with and who we reward.

Those are my thoughts. What are yours? I'd like to hear from you. Call me at 913-758-4405 or email me at DavidH@mutualmail.com.

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