

contain discussions that develop correct standards in the following relationships:

A. Business Management.

B. Group Relationships:

1. Employer-Employe Relationship
2. Competitor Relationship
3. Purchasing Relationship
4. Relationship with Customers or Clients

### **Business Management**

Business and professional success rest not only on physical equipment and technical efficiency, but also on the human factor responsible for organization and policy, that is, management. Rotarians are responsible owners or officers of their respective concerns. There is, therefore, no excuse for failure to demonstrate not only that the ideal of service is a practical policy but that it is the one sound basis upon which to achieve real business and professional success.

Where the Ideal of Service is a fixed characteristic of the policy of the management, whether it be an individual or a board of directors, and where there is a consciousness that one of the prime reasons for being in business is to be of service, there will be no doubt about the carrying out of this policy in the four relationships which follow:

#### **Employer-Employe Relationship**

The rule of treating others as one would like to be treated, if applied to the employer-employe relationship, should result in tremendous mutual benefit. Proper consideration of the employe, his problems and his manner of living, will, if translated into action, bring about a substantial reduction in labor turnover, eliminating losses due

to changes of employment and increasing both the efficiency of the employe and his production. Care should be taken to see that no element of paternalism enters these considerations. The relationship should be considered as one between those equally necessary to the success of the business.

It is obvious that directive rules of conduct for employes cannot be written in employers' codes inasmuch as the employes have no part in writing or adopting the codes. A code is binding only on those who are members of the association and who accept an obligation for its observance. As a thought for the future, note that if employes could elect from their own number those who would work with employers in the writing and adopting of standards of business practice, then, and only then, would rules of conduct governing the employer-employe relationship be binding on both employer and employe.

#### **The Competitor Relationship**

Perhaps the term "fellow craftsman" would be better than "competitor" to describe this relationship. The latter carries the implication of contest and battle, which, while still characteristic of competition to a considerable extent, is giving way to the idea of a more cordial relationship. Fellow craftsmen are men in the same vocation who sell the same (or a similar) product or service.

The rules of conduct under this relationship have as their object the standardizing of selling practices to provide an equality of opportunity for all fellow craftsmen.

This relationship underlies the creation of all national, provincial and international trade and professional associations, for through it men in the same