

# Ethics and Vocational Service



I am ethical, recognize and promote ethics in others, and seek opportunities to serve through my vocation.

<b>Session Goals</b>	<b>Inserts &amp; Online Materials</b>
What are Rotary's Guiding Ethical Principles?	◆ <input type="checkbox"/> Insert EVS-1: The Guiding Principles of Rotary
What are the Values we Share?	◆ <input type="checkbox"/> Insert EVS-2: Vocational Service Ideas
How do these Values relate to me and my club?	● <input type="checkbox"/> Article: The Four Way Test Means Business <a href="http://rlifiles.com/files/resource/Four_Way_Test_Means_Business.pdf">http://rlifiles.com/files/resource/Four_Way_Test_Means_Business.pdf</a>
	● <input type="checkbox"/> Applying the 4 Way Test. <a href="http://rlifiles.com/files/resource/Applying_the_Four_Way_Test.pdf">http://rlifiles.com/files/resource/Applying_the_Four_Way_Test.pdf</a>
	● Organizing a 4 Way Test Essay. <a href="http://www.4waytest.org">http://www.4waytest.org</a>
Key:    ◆ attached insert    ● online    □ article	

## Session Topics

Divide into 4 groups and then discuss Session Topics 1 & 2.

1) How do you define the following "Rotary terms"?

Ethics	Vocational Service
Classifications	Social Responsibility

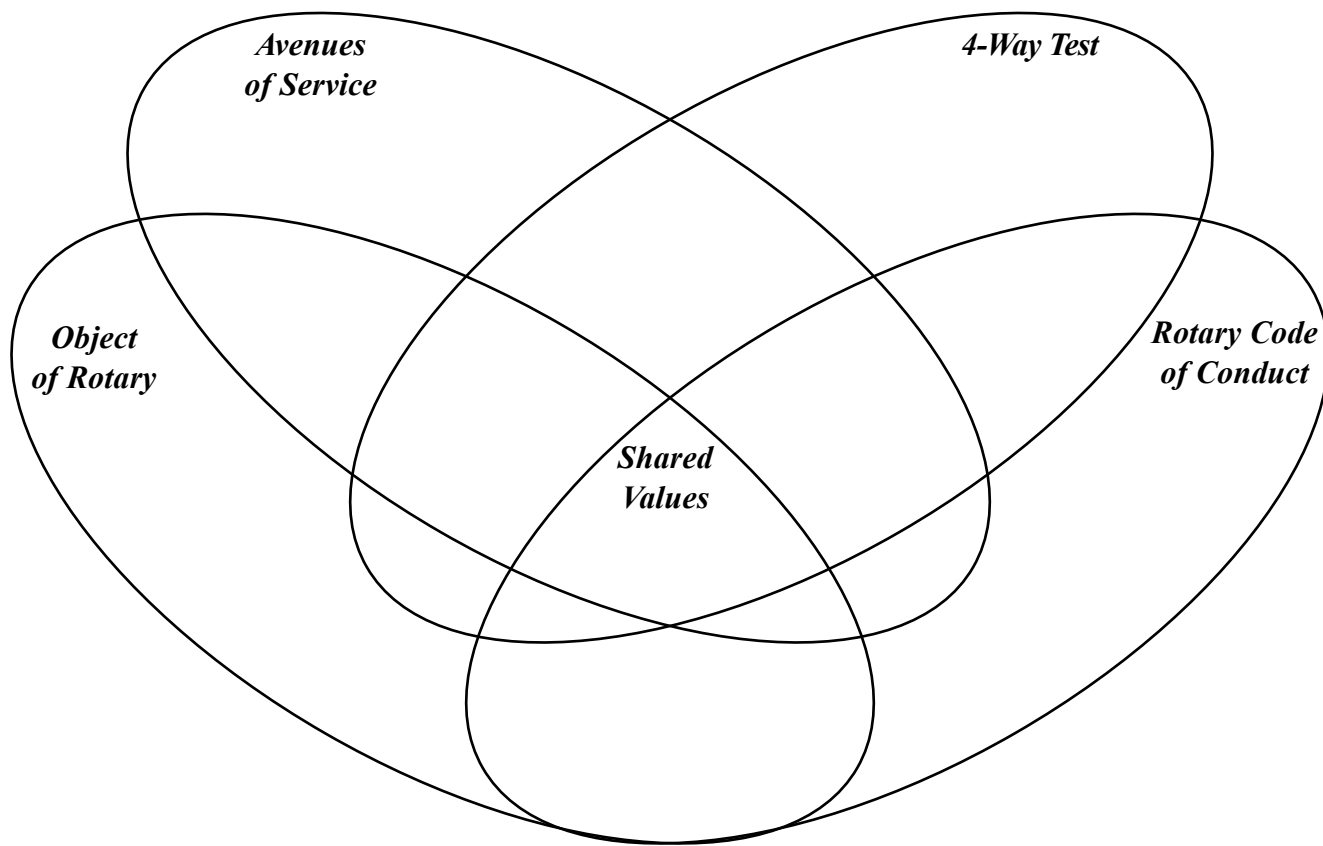
2) Refer to Insert EVS-1: The Guiding Principles of Rotary. For your assigned principle, develop 3 value "key words" best describing the principle. Insert your value "key words" in the box below.

The Object of Rotary	The Five Avenues of Service
The Four-Way Test	Rotary Code of Conduct

- 3) How do your “key words” relate to the “Rotary terms” defined in Session Topic 1?
- 5) How do your “Rotary terms” relate to each other?
- 6) Use the diagram below, or a similar diagram, to express any relationships you think may exist. This is a Venn Diagram, where similarities may be expressed in overlapping sections. Be creative.

*"Working to find peace in the world is a family problem. It is not too big a problem to deal with if we realize that we are all from the same family."*

1982-83 RI Pres. Hiroji Mukasa  
— *Building Bridges of Friendship in the Community*  
THE ROTARIAN, August 1982



- 7) What is the impact of these value relationships?
- 8) How do these values apply to me? My club? My vocation?

**Faculty Note:** For the “AHA Moment”, faculty can relate the group’s findings with the RI Strategic Plan values of Service, Fellowship, Diversity, Integrity, and Leadership. The RI Strategic Plan materials are located in Exhibit MRW-2 in Part I: My Rotary World.

*"Example—good or bad—is contagious...If we set a good example, seeing us, others may do likewise. All of us have more influence than we sometime suppose."*

1966-67 RI Pres. Richard L. Evans  
— *The Appearance of Things*  
THE ROTARIAN, May 1967

## Insert EVS-1: Guiding Principles of Rotary

### The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST.** The development of acquaintance as an opportunity for service;

**SECOND.** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD.** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

### The Five Avenues of Service

Based on the Object of Rotary, Rotary's Philosophical cornerstone and foundation of club' activity:

**Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.

**Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards.

**Community Service** covers the projects and activities the club undertakes to improve life in its community.

**International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

**Youth Service** recognizes the positive change by youth & young adults via leadership and involvement.

### The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

"Of the things we think, say or do:

1. **Is it the TRUTH?**
2. **Is it FAIR to all concerned?**
3. **Will it build GOODWILL and BETTER FRIENDSHIPS?**
4. **Will it be BENEFICIAL to all concerned?"**

### Rotary Code of Conduct

#### ***As a Rotarian, I will:***

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians

## Insert EVS-2: Vocational Service Ideas

1. Advancing high ethical standards in the workplace
  - a. In hiring, training, and review procedures, include discussion and emphasis of honesty, accountability, fairness, and respect.
  - b. In internal communications, praise and encourage exemplary behavior on and off the job.
  - c. In relations with customers, vendors, and business associates, communicate and demonstrate your personal commitment to high ethical standards.
2. The classification principle
  - a. Classification talks to promote vocational awareness in your club.
  - b. Classification talks may also serve as a starting point for initiating club projects that help young people and the unemployed develop marketable skills.
  - c. Organizing tours of members' workplaces is another way to recognize the value of each member's vocation.
  - d. Schedule an occasional meeting in a member's place of employment.
  - e. Invite young people to special vocational meetings.
3. Promote Rotary's commitment to high ethical standards
  - a. Post The Four-Way Test on a prominent billboard in your community.
  - b. Display The Four-Way Test and/or the Declaration of Rotarians in Businesses and Professions in your office or work space and talk about it.
  - c. "Walk the talk" by ensuring that your actions in the workplace, community, and family demonstrate a personal commitment to high ethical standards.
  - d. Sponsor a Four Way Test essay contest.
  - e. Sponsor a joint "character literacy" project for young children.
  - f. Conduct a RYLA event with special emphasis on ethics.
  - g. Organize a discussion or group workshop on maintaining high ethical standards in the workplace and consider inviting local non-Rotarian business leaders to attend.
4. Recognize and promote the value of all useful occupations
  - a. Make classification talks and business tours part of your club's program.
  - b. Join or form a Rotary Fellowship related to your vocation.
  - c. Sponsor a career day for Rotarians to bring young people to their businesses.
  - d. Support professional development
  - e. Encourage members to take leadership roles in business associations.
  - f. Sponsor a seminar for small business entrepreneurs.
  - g. Hold informal professional networking events where members can meet other local professionals and introduce them to Rotary.
  - h. Start a career counseling program geared towards equipping unemployed or underemployed adults with the skills they need to compete in the job market.
5. Volunteer your vocation
  - a. Mentor a young person.
  - b. Use Rotary's ProjectLINK database to identify a project in need of your specialized vocational skills.