



LETTERS TO THE EDITOR: Business ethics oversimplified

By Mark Goyder
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From Mr Mark Goyder.

Sir, Much as I welcome the Institute of Business Ethics' evidence about the pay-off from ethical behaviour (report, April 3), there is a danger of oversimplifying the so-called business case.

Successful organisations are built on strong relationships, especially those with customers, employees, communities and business partners. Relationships depend on trust; and trust is generated by consistent behaviour. Leaders lay the foundations for success by defining and living the purpose, values and strategy of the company; sound ethics is one by-product of this leadership.

Chief executive who wait for bottom-line proof before they will support ethics programmes are demonstrating that they are not leaders. Leadership is about conviction, not calculation.

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