

Codes Of Conduct For Success In Business

Developing Your Own Rules Of Conduct That Transform
Organisations And Businesses

Terms

The Publisher has strived to be as accurate and complete as possible in the creation of this book, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organisations are unintentional.

There are no guarantees and readers are cautioned to rely on their own judgment.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals.

THIS BOOK HAS BEEN BROUGHT TO YOU BY
WEB DESIGN IMAGINEERS

www.webdesign-imagineers.co.uk

Table Of Contents

Foreword

Chapter 1:

What Are Rules Of Conduct

Chapter 2:

Write A Mission Statement

Chapter 3:

Know What Your Customers Expect

Chapter 4:

***Open The Lines Of Communication With
Employees***

Chapter 5:

Balance The Needs Of Customers And Employees

Chapter 6:

***Adjust With Trial And Error And Maintain A
Positive Attitude***

Wrapping Up

Foreword

As with most things having a clearly defined outline reflecting the rules of conduct within the company manifesto is helpful in creating the necessary guidelines of everyone concerned to act and assume roles as uniformly as possible. The principals, values, standards or behaviour patterns are all encouraged to follow the rules of conduct in order to provide the common platform for decision making, procedures, and any other systems within the organisation.

Ladies & Gentlemen, I give you...

Codes Of Conduct For Success In Business

Developing Your Own Rules Of Conduct That Transform
Organisations And Businesses

Chapter 1:

What Are Rules Of Conduct?

Synopsis

Many elements will eventually have some impact on the general operations of the company. These rules of conduct should also include the proper practices and concepts which cover both ethical codes and honour codes.

The Basics

From a supervisory aspect based on the rules of conduct, the company is able to have a certain amount of control over the vital aspects of ensuring negative practices which are unethical, are kept out of the daily running of the business dealings. Any negligence, misleading conduct and fraudulent practices can be instantly detected and addressed with the implementation of effective set of rules of conduct.

By following the outline given within the rules of conduct all those involved will be able to be better focused on the positive elements that would benefit the company, such as being as competent as possible in all dealings, giving due diligence to all tasks, effectively communicating and addressing concerns, handling all processes with discretion and confidentiality, and many more contributing attributes.

Having the rules of conduct in place and clearly understood also helps to eliminate any unnecessary negative vibes that may arise from the various and sometimes opposing views within the company, as everyone now focuses on common goals instead of individual agendas. These rules of conduct also allows everyone to act in a fairly uniform manner when it comes to addressing end users, as all the guidelines are already present.

Chapter 2:

Write A Mission Statement

Synopsis

Every company or business venture should have a clearly defined mission statement. With the clearly defined mission statement in place, the vision or perception of the company's or business's existence is both visible and relevant.

Write It

These mission statements should be concise and attention grabbing without having the “selling” element tagged to it. It should be inspiring and capable of making the much needed connection to its desired target audience.

It may be wise to avoid jargon when designing a mission statement as this may only end up confusing the target audience who may not be privy to understanding such connotations, thus causing the mission statement to have little or no impact at all.

Besides all this, mission statements can also effectively act as branding tools to further promote the intentions of the business venture or company.

Activities within the organisations can be measured and tracked when everyone connected is working within the reflections of the mission statement, as this helps to convey the essence of the said organisation.

Mission statements also help to attract attention from outside the organisation, as it attracts the interested party to further explore any possible liaisons which can be formed based on the initial understanding of the said mission statement.

With the ever changing market and customer sentiments, it may be a requirement to readjust or to form a completely new mission statement from time to time.

Though your mission statement should always reflect the company's purposes, it should also be able to address the potential customer's needs or wants in order for the initial connection to be made.

When designing the mission statements, having as much input as possible will be an advantage. However one should always work on the mission statement with the constant element of the original idea as its basis.

Chapter 3:

Know What Your Customers Expect

Synopsis

Building a business around the perceived wants and needs of the target customer base is hardly enough to ensure that the attracting element equates to successful purchases being made.

Therefore, taking the time to research, in detail, the current needs of the target market, would be well worth the time spent, as the individual may then identify products that will accurately cater to their said needs.

The importance of this factor should never be underestimated as it is the one factor that separates the successes and failures of any business.

What They Want

Making it the company mission to understand, cater and design products or services to fit the findings, should be at the forefront of each business plan.

During the process of garnering a stable and continuous customer base, one should consider the reasons that customers continue to come back for more of the said product or service.

Some of these reasons may include customer satisfaction, pricing of the item/s, after sales services provided, good and prompt attention given to the customers and many others.

Thus in gaining this knowledge the company may then actively and continuously strive to provide the entire element at an continuing and improving state.

Some of the ways one can obtain the information required, to keep the customer satisfied, is as follows:

- Encourage the customers to always offer you feedback, whether positive or negative in nature, and when this feedback is received, ensure that is given the due attention it was initially promised.

- Monitor the general sentiments regarding the product, company or service being provided or sold. By using the various tools available on the internet, this task is not only easy but its accessibility is of course worldwide.
- Take the trouble to research and improve on the item or items being advertised and ensure that they stay innovative and relevant to current market trends.
- Learn from employees who have indirect contact with the customer base about their reasons for their loyalty or lack thereof. Act accordingly to make any adjustments.

Chapter 4:

Open The Lines Of Communication With Employees

Synopsis

Communication is one of the most important tools within the business arena. Without the avenue of open communication being available at all levels within the business frame, many negative elements can develop.

These negative elements will then eventually contribute to the down fall of the business venture itself. Therefore encouraging an open platform style of communication is not only healthy but beneficial too.

Communicate

Creating a comfortable and openness factor of information sharing within the organisation, helps to foster closer ties between the employees and employers, which would then have a positive impact on both parties being able to work harder to make the venture a success.

When all communication is taken seriously and without prejudice, the resulting feeling of worth is immeasurable. However, when designing a suitable method or style of communication, ideas, feedback and any other vital information should be clearly drawn up to encourage such sharing, without fear of negative repercussions.

Whenever possible avoid “closed door” meetings, as this often creates the element of speculation which more often than not results in unnecessary uneasiness for all those not privy to the meeting’s content.

Encouraging employees to put forth their ideas from time to time, may eventually create awareness among the employers of the various yet undiscovered capabilities of their employees.

Whenever meeting are arranged, ensure time is set aside specifically for all those present to give their opinions and views on the subject matter of the said meeting.

By doing so the company creates a non confrontational platform for all thoughts to be tabled and aired and maybe even for new ideas to be put forward.

Tapping the communication lines between the various levels within the company structure often yields surprisingly positive information that would otherwise not be known. Also, the fact that these ideas cost virtually nothing is another reason to encourage open communication.

Chapter 5:

Balance The Needs Of Customers And Employees

Synopsis

Everyone has their own individual needs and these will vary greatly from time to time. Therefore the company should be able to provide suitable resources for addressing these needs as and when they may arise.

Both the employee and customer play pivotal roles to create the necessary or desired success ratios of a business. Therefore some serious thought must be paid in keeping both of these groups as satisfied as possible.

Unhappy employees eventually become disgruntled workers, while unhappy customers simply resort to taking their business elsewhere, thus effectively bringing about the possible downfall of the company.

Recommendations

Here are some recommendation which may be used to address the need for balance between the two parties:

- Through communication with both employees and as frequently as possible with customers, various support tools can be identified to assist the employees in providing better services to the customers. By keeping customers happy, because of the active interest shown, it is perceived to be respecting and prioritising the customer.
- Companies that work on shifts could also be encouraged to be more flexible towards shift swapping and time off for personal commitments. Employees who are given such privileges generally stay loyal and work harder for the company as they perceive the company to be caring and aware of their lives outside the work frame. This then in turn creates happy employees who willingly and consciously go the extra mile to ensure their customers stay happy too.
- Though a little harder and perhaps even perceived to be a little unnecessary, companies that plan their meetings away from the work place have been noted to be more effective and productive, as the employees are able to muster a better mindset and ideas through more relaxing surroundings.

- Taking the extra incentive to invite families along, again helps to foster the feelings of worth and care on the part of the company.

Chapter 6:

Adjust With Trial And Error And Maintain A Positive Attitude

Synopsis

When venturing into any business endeavour, or even within an organisation, there are many tried and true methods one can follow in order to maintain a positive attitude.

However, making the necessary adjustments should be done as quickly and as positively as possible, while at all times maintaining high elements of a positive attitude.

Adjust

Though sometimes the experiences can seem rather overwhelming, making the effort to try new and more innovative methods to achieve the desired success is well worth the effort. It is possible to survive and even thrive in the midst of trials and errors that may seem costly as first. Always advocating to remain positive, respectful and diplomatic will help create the mindset that is accepting of changes and newer styles that may be necessary, to implement for the sake of better business revenues.

By forming good working relationships, the impacts of trials and errors become less detrimental, as these alliances will prove worthwhile and will help in developing ideas to correct the situation. Looking at the trials and errors as learning curves, instead of setbacks, also helps the individual in retaining a positive and productive demeanour which will eventually be the contributing factor to the improvements made.

Learning from others who may have experienced similar predicaments, also helps the individual try the same methods with the positive expectations which can play a role in ensuring its success.

Wrapping Up

Being humble and seeking the assistance necessary when one is ill equipped to deal with the problem at hand, is also advisable and definitely encouraged, as this not only helps lessen the burden created by the problem but also helps the individual with the hope of positive solutions.

Most positive mindsets are able to take any negative experiences and learn from them, thus creating stronger and better business individuals.

SOME BOOKS FROM OUR BUSINESS SERIES WHICH YOU MAY FIND OF INTEREST

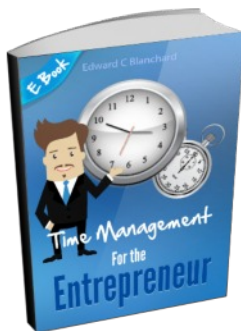


Creating Compelling Visions To Inspire People

Great people have always been people with visions. They have come, they have seen and they have conquered. It is the 'seeing' part that we recognise as visions. These are the parts that are useful to us.

Envisioning has various aspects to it. One of the chief aspects is that it has to be within the realms of achievable reality.

<http://webdesign-imagineers.co.uk/creating-compelling-visions-to-inspire-people/>



TIME MANAGEMENT FOR THE ENTREPRENEUR

The moment mankind decided that they needed goods and services and developed even the earliest marketplace, the entrepreneur was born!

You too can get more out of your day...

...Make more money...

...And have more time to do what you want with your life once you learn these time management strategies!

<http://webdesign-imagineers.co.uk/time-management-entrepreneur-landing-page/>