

C H A P T E R

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Student Summary

*Definitions, page 153

**Bibliography, page 213

***Root ideas, page 144

This book was created to give you the opportunity to explore topics and issues you might not have had an occasion to consider. In particular, the book helps develop a stronger personal perspective and understanding of the role an individual can play regarding ethics and business. You will be guided to a better understanding of the motivation that is required in today's business arena and its constantly evolving ethical environment. The intensity of your motivation to succeed will greatly impact your perspective on ethics, and will help shape your career.

How self-motivated you are in acquiring information and awareness is a central focus of ***Leadership: Where Business Ethics Begin***. Our ethical perspective is seriously impacted by our ability to maintain a high level of self-motivation. An indication of your level of self-motivation is whether or not you can do what has to be done to reach your objectives regardless of your immediate desire to do

so. So what does that mean for you?

Simply KNOW that although the study of business theory and practice can be long and tedious, it teaches the process to observe, understand and deal with your physical environment and the issues you face within a business/work environment. KNOW that this process deals with many components which are presented in the schematics summary shown on pages 56 and 57, and explained throughout the book. KNOW that you will be working within that process throughout your life and career.

So what does this mean to you at this point? Understand that students are all in a position that works at odds with exerting the natural desire to express personal freedom. That desire for personal freedom is a powerful drive within each of us and can impact negatively on our ability to function when motivated incorrectly.

When examining the various classes offered by your school and what the goals for those classes are, you may be able to determine that it will not be until you are in your career that you will be able to perceive the “why” of what you are presently learning. How you approach what is being taught and your desire to embrace these concepts begins your thought processes that will influence how ethical or unethical an environment you create for yourself.

Another question you might ask yourself at this point is how you will participate within a company and what opportunities may exist for you? If your answer is you do not know, then you may recognize the need to trust others to teach you the skills needed to perform well within a