

Corporate Resolutions for 2008

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As corporations closeout operations and review statistics for 2007, what better way to strategize for success in the New Year than reflect on the old? Regardless of the success of the business, it is a good practice to evaluate your performance and determine if you need to change the way you do business. It is important to for businesses to balance responsibilities to their employees and shareholders with their responsibilities to their communities. The one common factor between businesses in the United States and those located globally is that all must be good stewards of the economic and social goals of the community.

What is corporate stewardship? Stewardship can be defined as your actions, once you say that you believe in your mission statement, code of conduct/ethics and core values. Some would argue that you could hardly consider a company ethical, if it is not a good steward. How does your organization show its care for others? The recommendations below will help you to focus on how you can be more of a steward.

Code of Ethics. Do you have a corporate statement of values or ethical credo? Strive to model the behavior you expect based on the values you profess. If you do this, and do it continually, then brace yourself for great success.

Financial Results. Many compare their performance to that of the rate of return for the S&P 500 index, but when doing a self-assessment, consider the objectives you established for your organization. Did you meet them? If not, how close were you and what were prevented you from achieving them?

Employee Engagement. Empower all employees to know the company's objectives and code of ethics. Who determines what is right? Focus your attention on developing your employees' skills to help them be the best they can be.

Social Responsibility. Maybe your focus is the environment, or maybe it's to make a product or service that will relieve pain or end suffering. Decide what your focus is and outwardly support it.

Customer Satisfaction. To be a good corporate steward, ask yourself some questions. Is this in line with the company's objectives? Will this decision result in the right thing for customers? Are you developing products with your customers in mind and are you sincerely trying to understand their wants and desires?

Environmental Soundness. Make a conscious effort to ensure that your products are not hurting the earth. Look for alternative materials that would serve the same purpose without causing damage.

Be a Role Model. Your actions must support what you say. Communicate the values of good ethics within and outside of the company, and deal swiftly and justly with unethical behavior.

For the New Year, make an effort to focus on your passion; whether it's for the environment, specific charities or causes, or the development of your employees' professional and personal growth. Regardless of what you choose, make this the year you focus on sincerely helping others.