



How Honest Pays: Restoring Integrity to the Workplace

Charles E. Watson

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Against the all-too-familiar backdrop of corporate scandal and greed, Charles Watson provides what he calls a blueprint to help working men and women, from the tops of organizations to the bottoms, step forward and help restore and defend the integrity of business. Step by step, he outlines fifteen fundamental commandments of honest business?from put people first to be your own person?common-sensical approaches to making decisions, solving problems, and taking action in ways that deliver results without compromising on principles. Using dozens of compelling examples, from companies large and small, Watson demonstrates how honesty, integrity, and trust are at the root of such essential business concepts as creativity and innovation, risk taking, collaboration, attracting and retaining talented people, and anticipating and exceeding customer expectations. He also tackles such complex issues as how to prevent an ethical ego from becoming arrogant and how to stand your ground when faced with unethical competition, resistance from above or below, or the temptation to take the path of least resistance. Ultimately, he provides practical, not abstract or theoretical, recommendations for developing individuals and organizations that encourage authentic relationships, act in ways that society admires, and have the boldness to initiate action with conviction.

Watson also tackles such complex issues as how to prevent an ethical ego from becoming arrogant and how to stand your ground when faced with unethical competition, resistance from above or below, or the temptation to take the path of least resistance. He reminds us that integrity is derived from the Latin *integritas*?oneness, a consistency of purpose, word, and deed. Applying this principle, he provides practical, not abstract or theoretical, recommendations for developing individuals and organizations that encourage authentic relationships, celebrate positive achievements, act in ways that society admires, and have the boldness to initiate action with conviction. Ultimately, Watson demonstrates that with courage and humility you can, indeed, do well by doing good?not only at work, but in all aspects of your life.

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