

**WATER COOLER**



**WISDOM**

## RULE #2

The purpose of business is not to maximize profits for shareholders but to steward our resources to serve the world in an economically sustainable way.

Each stakeholder is crucial to a company's success. Obviously, the company depends on investor capital, but it also needs lenders, customers, productive employees, rights and protections provided by government, and products and services from suppliers. The value created is the sum of the contributions of all these stakeholders. In return, each stakeholder deserves a portion of the returns for their contributions to the company's effort to serve society. To sustain itself economically, a company needs to generate enough value over the long term to "pay" each stakeholder an amount consistent with his or her contribution to the enterprise. Profits to shareholders should have the same priority as paying interest to financial institutions, salaries to employees, taxes to governments, and discounts to customers. Discover the Joy at Work Revolution:

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WATCH OUT FOR RULE #1 – COMING NEXT MONTH

**JOY**  
AT  
**WORK**