

**WATER COOLER**



**WISDOM**

## RULE #6

Principles and  
values must guide  
all decisions.

Principles are the bottom line. They are meant to be ends in and of themselves, not techniques to create value for shareholders or to reach other financial goals. They should be a significant part of an organization's definition of success. Principles should drive and shape the business regardless of its size, complexity, or age, as the old saying goes "Methods are many, principles are few. Methods change often, principles never do." Principles mean something only when they affect everything we do, every day of the week. If values and principles are to set the tone for organizations and guide their decisions, they must become part of every task, plan, discussion, and operation. We should attempt to live according to a set of unchanging shared ethical principles, because it is the right way to live. Discover the Joy at Work Revolution:

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WATCH OUT FOR RULE #5 – COMING NEXT MONTH

**JOY**  
AT  
**WORK**