



Ethos Presentation

LeTip of Guildwood – September 15, 2009

The concept of Ethos is one of the misunderstood aspects of ethics.

Canada has a unique Ethos due to our geography and history. This has relevance to how and why businesses do what is appropriate and how they become successful.

This is why the Certified Ethical Enterprise program is so important to your and any business.

Consider this; it is usually an outside source that recognizes the Ethos of any organization or country. The people who are involved perceive their Ethos as something natural.

As we discussed the Theanthropic Business Ethics book *Why Mexicans Don't Drink Molson* by Andrea Mandel-Campbell last week, the Canadian Ethos has moved away from Her roots. Canadians are no longer encouraged to be entrepreneurs. This book is essential reading to understand the business ethos of Canada.

As her book relates, it is time for Canadians to wake up!

Canada was originally inhabited by entrepreneurs. This is an aspect of Canadian Ethos.

How many of you were aware of this reality?

Let us look at some of our failures since we have forgotten our Ethos.

Timothy Eaton started the Eaton store empire. This no longer exists!

John Molson started the Molson beer empire. This is no longer Canadian.

There are numerous examples, which are not within the purview of this presentation.

Andrea Mandel-Campbell's book is a call to action. "Rescuing Canadian Business from the Suds of Global Obscurity" is the secondary title of her book.

She makes a number of recommendations for Canadian success:

Cultivate interests, not friends. Networking needs to be the new methodology for cultivating influence and accessing real *POWER* players. Strategic planning should lead to *POWER* Partners. We require a joint commitment to become *POWER* Partners.

Promote winners instead of protecting losers. Ethically speaking success should be rewarded. There is no point to protecting losers. Free enterprise is extremely complex. What is often missing is the ethical component that various demarcations that result in growth. Demarcations can prove to be beneficial to true Unity. This is also why professional designations, such as CGE, are so important. The worst example in Canada is the encouraging of people to live on welfare in subsidized housing. Every person has value, and should have the opportunity to be employed.

Embrace your inner Entrepreneur. In other words, according to Theanthropic Ethics, an entrepreneur develops new services or items based upon meeting needs of prospective customers or clients. You can never force people to purchase anything that they do not really want. In fact, I prefer the term Theanthropic Entrepreneur. The term Vocation had the connotation of Calling for one's job. Unfortunately, the term "vocation" means an uneducated person's job these days. We need to challenge ourselves to recognize that being a true entrepreneur is a Calling to success. We will look at some Canadians who have had a Vocation to be Theanthropic Entrepreneurs.

Give *POWER* to the People. People are Canada's greatest asset. There is a lack of opportunities for Canadians to attain business educations. There are examples of prospective students being denied the opportunity to work on an MBA. Let me share an example: Queen's University offered an MBA programme through a substantial tuition fee. In spite of an overwhelming

number of applicants, the MBA programme was attacked for “overcharging!” Executives saw the benefit of this MBA and were more than willing to invest in this. At one time education was the domain of the people. The result of this is a lack of *POWER Living People*. There are few opportunities that permit the Canadian Ethos to be exercised in business. LeTip theoretically permits business training for Canadians to succeed.

It’s Up to Us! Canada is the Home of the Certified Ethical Enterprise (i.e., CEE) procedure, which is developed by the Ethics Institute. The CEE is appraised by Top Ethicists Advising Management (i.e., TEAM). Every TEAM member has their professional designation – they are all Certified General Ethicists. We have a tremendous opportunity, as Canadians, to lead the world in ethics. The Certified Ethical Enterprise allows your business to prove that you are truly ethical.

As a Certified General Ethicist, I know that through anthropological research mankind is infected with a disease which induces inertia. Canadian’s suffer from this form of inertia through an overdependence on government, generally speaking. Remember, we are looking at Ethos.

What many people do not realize is that ethics is not static. Ethics is very dynamic!

When I hear people speak about something “being ethical” they are usually speaking about some type of ethical standard that is prone to inertia.

Let us realize that there are numerous ethical categories; many of which contradict each other.

Only Certified General Ethicists have a working knowledge of ethical categories.

As chief advocate of the Theanthropic Ethical category, I support one of the few scientifically-based ethical categories.

Data is an important component to Theanthropic Ethics. This is the only way to truly determine whether your business is being successful.

Your business must acknowledge the Canadian Ethos. Entrepreneurs must recognize that we will have tremendous challenges and little recognition.

I had the honour to meet Jerry Goodis, the phenomenal marketing genius. If he hadn’t been Canadian, he would have been acknowledged as such when he died. Instead, he was remembered for being one of the original

Travellers, a folk singing group. He should be remembered as the marketing genius who gave us:

"At Speedy, you're a somebody." and

"Harvey's makes your hamburger a beautiful thing."

The Canadian Ethos demands that you be larger than life.

Let us look at a famous Canadian such as Honest Ed Mirvish. When Honest Ed was asked what his favourite book was, he replied, "my own – of course – both of them!"

He wrote two excellent books:

How To Build an Empire from an Orange Crate: Or 121 Lessons I Never Learned In School and

There's No Business Like Show Business: (But I Wouldn't Ditch My Day Job).

Honest Ed understood the Canadian Ethos and active ethics within his empire. That is how Honest Ed developed his empire which continues to exist even after his death. Unfortunately, his books are no longer readily available.

Canadian Ethos expresses itself in *POWER Living* – another word for the Theanthropic Ethical category.

Let your Enterprise prove that it is ethical through achieving Certified Ethical Enterprise status!

Dr. Brian Keen, CGE, President of the Ethics Institute and chief advocate of the Theanthropic Ethical category.

My memory hook is: succeed through being Keen about ethics.