



Integrity

How we value ourselves and our business should be based on our integrity. “We stand with integrity” would be an excellent motto for a company. That signifies to the customer base, as well as the staff and employees, that where and who they work for and patronize, rest in goodness. It’s like an insurance policy for customers relationships.

Integrity invokes the quality of being honest, having strong moral principles, and reassure the customers that they are safe and respected doing business with this organization. There is a natural tendency for society to seek membership, whether in a religious or business setting. Belonging is important, but that depends on how the business demonstrates their values, especially when it comes to service.

Another important element of integrity relates to its organizational strength, the state of solidarity and being undivided. When staff, employees, and customers know that they got their backs covered and can depend upon the business to take the right action, then a unifying field of energy exists and is propelled into the community.

By Robert V. Gerard

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