
FRONT COVER:

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Wrapping Up

Foreword

As with most things having a clearly defined outline reflecting the rules of conduct within the company manifesto is helpful in creating the necessary guidelines of everyone concerned to act and assume roles as uniformly as possible. The principals, values, standards or behavior patterns are all encouraged to follow the rules of conduct in order to provide the common platform for decision making, procedures, and any other systems within the organization.



Code Of Success

Developing Rules Of Conduct That Transform Organizations And
Businesses

Chapter 1:

What Are Rules Of Conduct

Synopsis

Many elements will eventually have some impact on the general operations of the company. These rules of conduct should also include the proper practices and concepts which cover both ethical codes and honor codes.



The Basics

From a supervisory aspect based on the rules of conduct the company is able to have a certain amount of control over the vital aspects of ensuring negative practices that are unethical are kept out of the daily running of the business dealings. Any negligence, misleading conduct and fraudulent practices can be instantly detected and addressed with the implementation of effective set of rules of conduct.

By following the outline given within the rules of conduct all those involved will be able to be better focused on the positive elements that would benefit the company such as being as competent as possible in all dealings, giving due diligence to all tasks, effectively communicating and addressing concerns, handling all processes with discretion and confidentiality, and many more contributing attributes.

Having the rules of conduct in place and clearly understood also helps to eliminate any unnecessary negative vibes that may arise from the various and sometimes opposing views within the company, as everyone now focuses on common goals instead of individual agendas. These rules of conduct also allows everyone to act in a fairly uniform manner when it comes to addressing end users as all the guidelines are already present.

Chapter 2:

Write A Mission Statement

Synopsis

Every company or business venture should have a clearly defined mission statement. With the clearly defined mission statement in place, the vision or perception of the company's or business's existence is both visible and relevant.



Write It

These mission statements should be concise and attention grabbing without having the “selling” element tagged to it. It should be inspiring and capable to making the much needed connection to its desired target audience.

It may be wise to avoid jargon when designing a mission statement as this may only end up confusing the target audience who may not be privy to understanding such connotations, thus causing the mission statement to have little or no impact at all.

Besides all this, mission statements can also effectively act as branding tools to further promote the intentions of the business venture or company.

Activities within the organizations can be measured and tracked when everyone connected is working within the reflections of the mission statement, as this helps to convey the essence of the said organization.

Mission statements also help to attract attention from outside the organization as it attracts the interested party to further explore any possible liaisons which can be formed based on the initial understanding of the said mission statement.

With the ever changing market and customer sentiments, it may be a requirement to readjust or to form a completely new mission statement from time to time.

Though mission statement should always reflect the company's purposes, it should also be able to address the potential customer's needs or wants in order for the initial connection to be made.

When designing the mission statements having as much input as possible will be an advantage. However one should always work on the mission statement with the constant element of the original idea as its basis.



Chapter 3:

Know What Your Customers Expect

Synopsis

Building a business around the perceived want and needs of the target customer base is hardly enough to ensure the attracting element that equates successful purchases being made.

Thus taking the time to research the current needs of the market sentiment would be well worth the trouble as the individual can then identify products that can cater to the said needs.

The importance of this factor should never be underestimated as it is the one factor that separates the successes and failures of any business.

What They Want

Making it the company mission to understand, cater and design products or services to fit the findings should at the fore front of each business plan.

During the process of garnering a stable and continuous customer base one should consider the reasons the customers keep coming back for the said product or service.

Some of these reasons may include customer satisfaction of the item, pricing of the item, after sales services provided, good and prompt attention given to the customers and many others.

Thus in gaining this knowledge the company can then actively and continuously strive to provide the entire above element at an always improving state.

Some of the ways one can get the information needed to keep the customer satisfied is as follows:

- Encourage the customers to always feedback whether of a positive nature or a negative nature, and when this feedback is received ensure that is given the due attention it was initially promised.

- Monitor the general sentiments regarding the product, company or service being provided or sold. By using the various tools available on the internet this task is not only easy but its accessibility is worldwide.
- Take the trouble to research and improve on the item being advertised and ensure they stay innovative and relevant.
- Learn from employees who are indirect contact with the customer base about their reasons for their loyalty or lack thereof.



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