



The Rotary 4-Way Test

One of the most widely printed and quoted statements of business ethics in the world is the Rotary 4-Way Test. It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

Herb Taylor became president of Rotary International during 1954-55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians.

Of the things we think, say, or do...

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

What has happened to our values? by Jan Bertholf

Everywhere we go it seems that the fabric of America's values is being ripped to shreds. Morality and honor is only a memory of the past. Crime and drug abuse are all over the land—not just the cities. The family is being broken up—and those that cherish the traditional family are under assault. Parents are so busy they have abdicated the responsibility of raising their children to others. Young people are joining gangs and cults like never before. Role-models are no longer men and women of character, but shallow, pop-culture artists. Criminals are considered victims. Instant gratification is the new order of the day from credit availability to sex outside the commitment of marriage. Business advertising is glitz rather than truth. TV and music honor violence, infidelity, drugs, and drinking—and go so far as to ridicule religion, marriage, and respect for authority. Our judicial system is beginning to confuse liberty and license. We seem to have forgotten that there is such a thing as truth and standards.

There is hope. There is a way to be an influence for the truth, fairness, friendship, and goodness—both personally and corporately. The answer, however, will not come from the national level, but down here with each of us.

The purpose of this booklet is to provide ideas for Rotary Clubs to implement the 4-Way Test inside your club (for personal accountability) and outside your club in the community.

Following the students' departure, each Rotarian fills out the grade sheet.



The Following Items are Necessary for the Process

- Discussion is Cooperative
- Suggested Directions and Time Schedule
- Rotary 4-Way Test
- Adult Evaluation Sheet
- Adult Observation Sheet (for notes)
- Student Self-evaluation
- Thank You Note for students to give Rotarian (4x6, not included)

Adult Evaluation Sheet

Thank you for being a part of the discussion group! Students must pass a performance standard for group process to graduate from high school. This activity is the culmination of our unit on group process. Please evaluate each student in your group on a scale of 1 to 5:

5=Excellent 4=Good 3=Average 2=Poor 1=Very Poor

Adult Observer Note Sheet (on disc)

To help with the evaluation, you may wish to keep track of participation using the squares below. You might make a "tick" mark each time a student participates or jot notes regarding eye contact or enthusiasm.

Areas to Key On

- Summarizes or builds on others' ideas
- Eye contact
- Verifies accuracy of information
- Seeks or gives information or opinion
- Explores new possibilities and pushes the limit
- Recognizes and encourages others
- Mediates within the group
- Maintains standards and procedures
- Keeps the group moving towards goals
- Interrupts or attacks others
- Demands attention from others
- Insists on being in control
- Criticizes others' contributions

