

THE REBIRTH OF OUR VALUES

How to Reconcile Business and
Ethics Promoting Economic Growth
whilst Caring for the Environment



INTRODUCTION	2
OUR MOTIVATION	4
OUR TARGET AUDIENCE	5
THE BACKGROUND	6
THE METHODOLOGY	9
CONCLUSIONS	16

INTRODUCTION

THE REBIRTH OF OUR VALUES

How to Reconcile Business and Ethics Promoting Economic Growth whilst Caring for the Environment



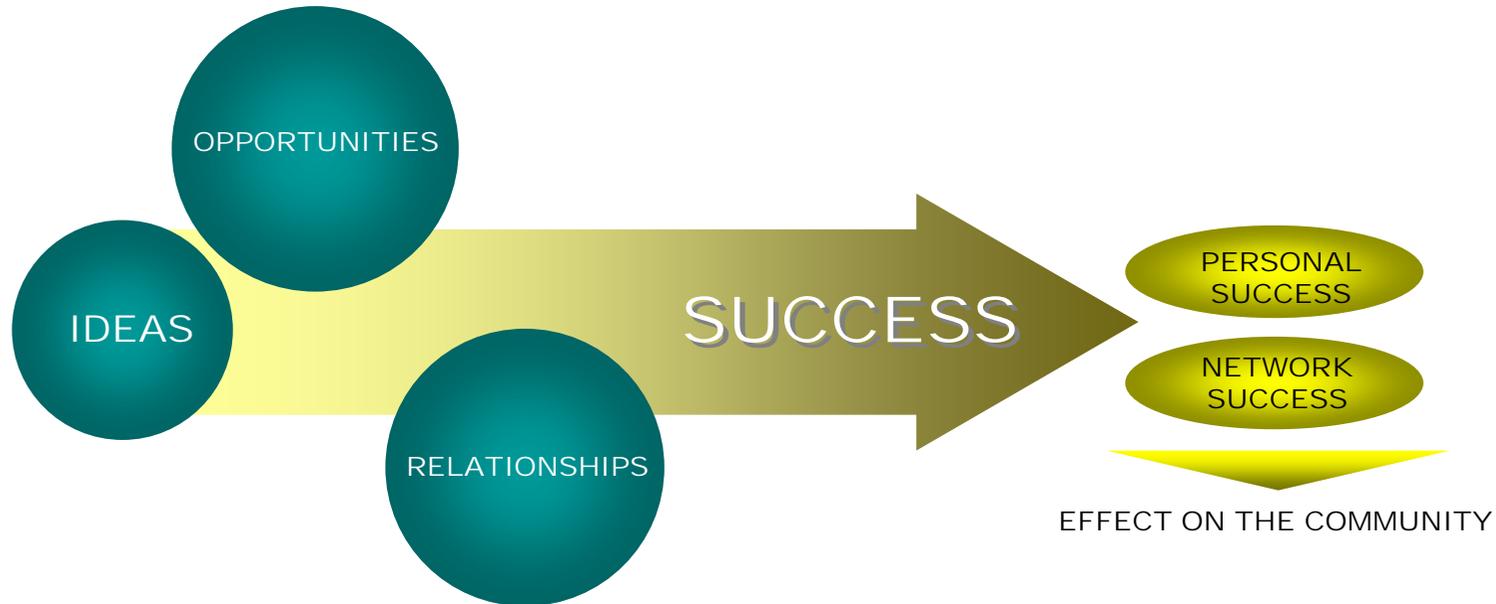
Interaction with any Network when working on a business project will inevitably lead us to confront others. They may take a different path from the one we have chosen. The confrontation with others, whether of a constructive or conflicting nature, will inevitably force us to question our principles

The degree to which we are aware of the consequences of how we operate is proportional to our decisional power. The more decisions we take independently, the more conscious we become of the consequences of our actions in the work place and equally in the Community. The sense of responsibility towards the Community is what allows us to view Business as a wider concept, no longer restricted to profit. The question we ask ourselves is to what extent profit justifies our actions and what are the boundaries we need to set ourselves, beyond which are actions would be deemed unacceptable.

The concepts of sustainable development, the protection of the environment, the involvement of large Corporates in the Community, the respect for the minorities are the direct result of our sense of social responsibility. Similarly, although we are able to understand other people's mistakes, we no longer condone failure in business. Nevertheless, a sense of social responsibility will not prevent us from feeling helpless when faced with the magnitude of current issues. The natural reaction is to look for a 'SuperEntity', be it an individual or an institution, and trust them to provide help, guidance and above all protection.

The purpose of our presentation is to offer you a new concept of 'SuperEntity'. This is not an external organization but is something within us, something we already own. It can be described as the rebirth of our deepest values. We can apply these values to Business through a fair representation of what development means, i.e. socio-economic growth which guarantees the well being of our generation as well as of future generations.





We intend to steer away from abstract writing as much as we possibly can and at the same time provide a conceptual framework to managers / entrepreneurs who try to go beyond the mere objective of making a profit, whilst operating within their network.

LHYRA itself is a commercial organization and not an ideology vehicle. Its purpose is to identify and illustrate a number of assumptions / ideas that will give us a wider scope. These concepts are part of a constructive social framework, that will generate a fertile ground to further our socio-economic development .

OUR MOTIVATION

There is a predominant trend in the current work environment to move away from a simplistic approach to Business. The need to find guidance in values is finally impacting the Business world in a variety of ways.

WORK-LIFE BALANCE

The concept of work as the primary or sole activity in our lives is now under scrutiny from the same large Corporates that at first were seen to encourage this view. Employers are now seeking to readdress the work-life balance. A number of initiatives, such as giving employees the opportunity of working from home and incentivating out of work activities, are aimed at re-establishing the importance of family life and personal growth.

WATCH-DOGS

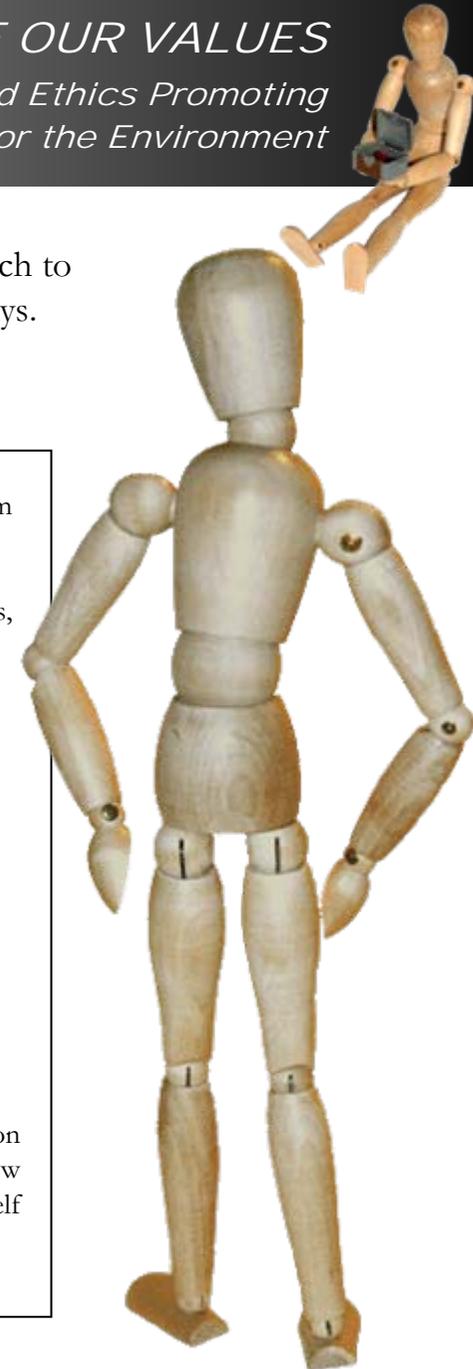
The recent proliferation of regulators, both institutional and commercial, is an indication of the need to protect consumers' rights as well as the rights of minorities and vulnerable sections of the Community. Consumers now demand that the quality of service and the quality of the product are guaranteed in point of purchase.

FAIR TRADE

Profit is no longer the sole justification of Business. It is felt that large Corporates have a moral duty to support Third World economies and by doing so prevent further socio-political conflicts in the developing Countries.

GOING GREEN

The worldwide initiatives aimed at reducing carbon emissions have a wide impact on scientific research. From organic farming to individual commitment at recycling, we now accept that there is an aspect of sacrifice in our efforts to save the Planet. LHYRA itself has assigned a dedicated working group to a project called **GREEN WORLD**.





OUR TARGET AUDIENCE

In a rather complex social environment, looking for guidance is an obvious reaction. We often rely on what we regard as Authority or Institution to maintain social equilibrium.

This often leads us to put great emphasis on values and regulations laid out by organizations seen as 'Authority'. We should not however delegate every task to others and appeal to our social commitment instead.

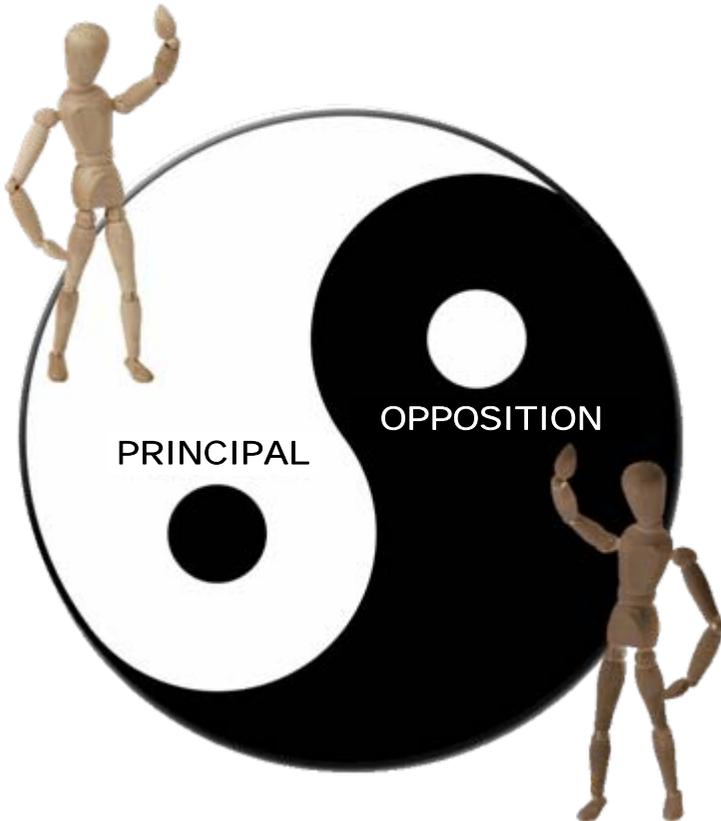
This is the exactly the scenario where the rebirth of our values can guide us to rediscover our own conscience and our own principles. We do not need to follow myths, simply because they are commonly believed in, but we can discover our individuality and grow as individuals. In order to succeed, we need to find the right path.





THE BACKGROUND

Our primary motivation in life can be summarized as: reaching an ideal of Well Being; the pursuit of Happiness; obtaining Recognition from the Community. ***This is achievable in an environment where prosperity and harmony facilitate growth.***



In order to achieve these goals, each individual, whether acting by themselves or as part of an organization, can choose the relevant course of action:

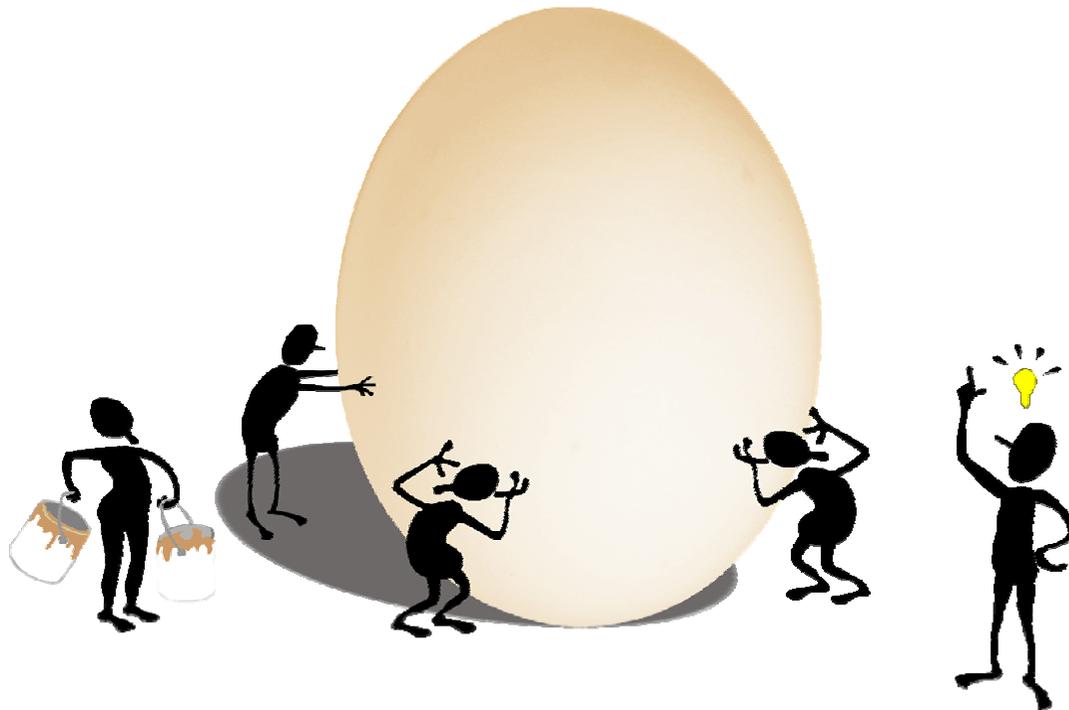
- act as **Principal** by following preconceived ideals and lead by example
- act as **Opposition** by antagonizing incorrect practices of those who seek profit regardless of moral values and business regulations

Principal and Opposition are in fact equal components of what drives us to interact with our social environment or Network.

THE BACKGROUND

THE REBIRTH OF OUR VALUES

How to Reconcile Business and Ethics Promoting Economic Growth whilst Caring for the Environment



**POWER EQUALLY DISTRIBUTED
(SME System)**

The context we refer to is the myriad of small organizations (SME = Small and Medium Enterprises) or social networks, where power allocation is decided by market presence.

In this scenario, power is equally distributed and competition is made up by individuals who will antagonize external parties, once they have established common Values. This is a situation where it is natural to find individuals acting as Opponents. Their role is to antagonize those elements who tend to steer away from shared values and agreed regulations. It is a situation where Market forces prevail in a dynamic environment resulting in either confrontation or cooperation.

However, we cannot talk about the 'Rebirth of Our Values' in the context of large Corporations, on grounds that power allocation within such Corporations is affected by opportunity and other factors beyond individual functions and competencies and thus difficult to predict or measure.



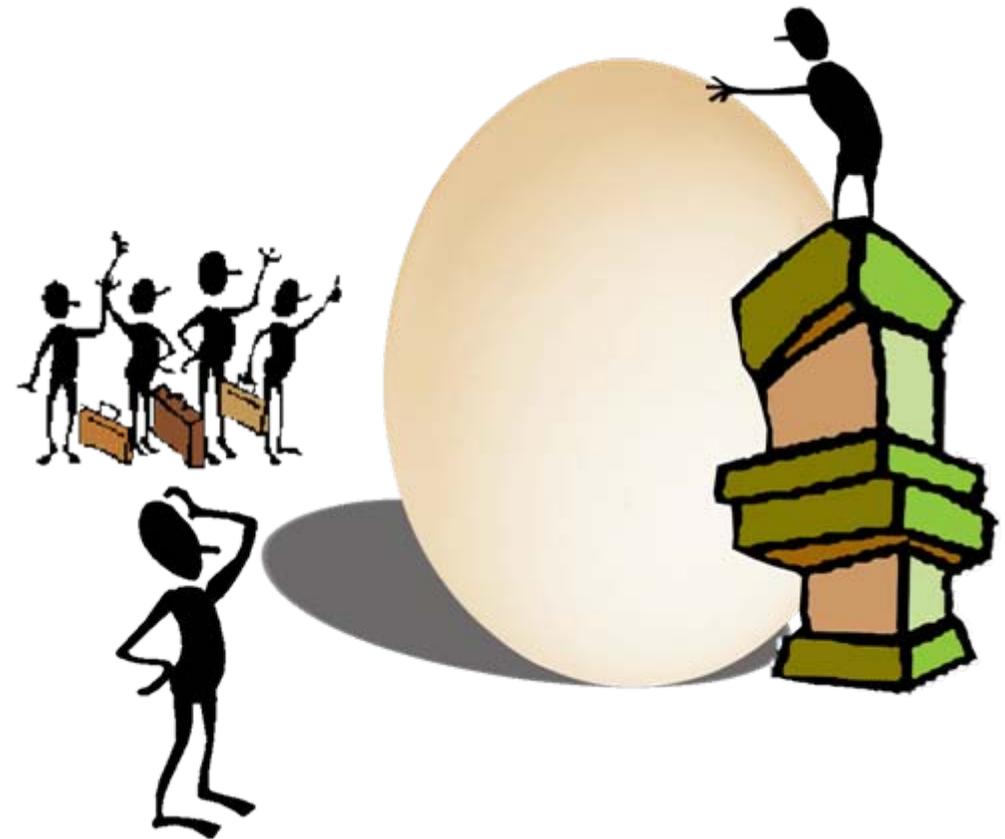
THE BACKGROUND

In the case of a large Corporation (Polarization of Power), the hierarchical structure within which individuals must operate will not allow a balanced growth of all the components of the organization.

Only the top tier of the Corporation hierarchy has flexibility and decisional power, whereas the majority of the work force can only express doubt but will ultimately always approve the managerial choices. The lack of Opponents or internal competition could lead to success as well as failure. This is however hard to predict.

Every time a Corporation faces external forces and has to deal with their regulations and values, will find its own Antagonist in the shape of other Corporations, the Government, the Market place. This is the scenario where Corporations will ultimately find internal strength and allow growth.

In this forum, we will limit our analysis to small organization, in that these are more indicative of the first development stages of the process we are analyzing.



**POLARIZATION OF POWER
(Corporation)**



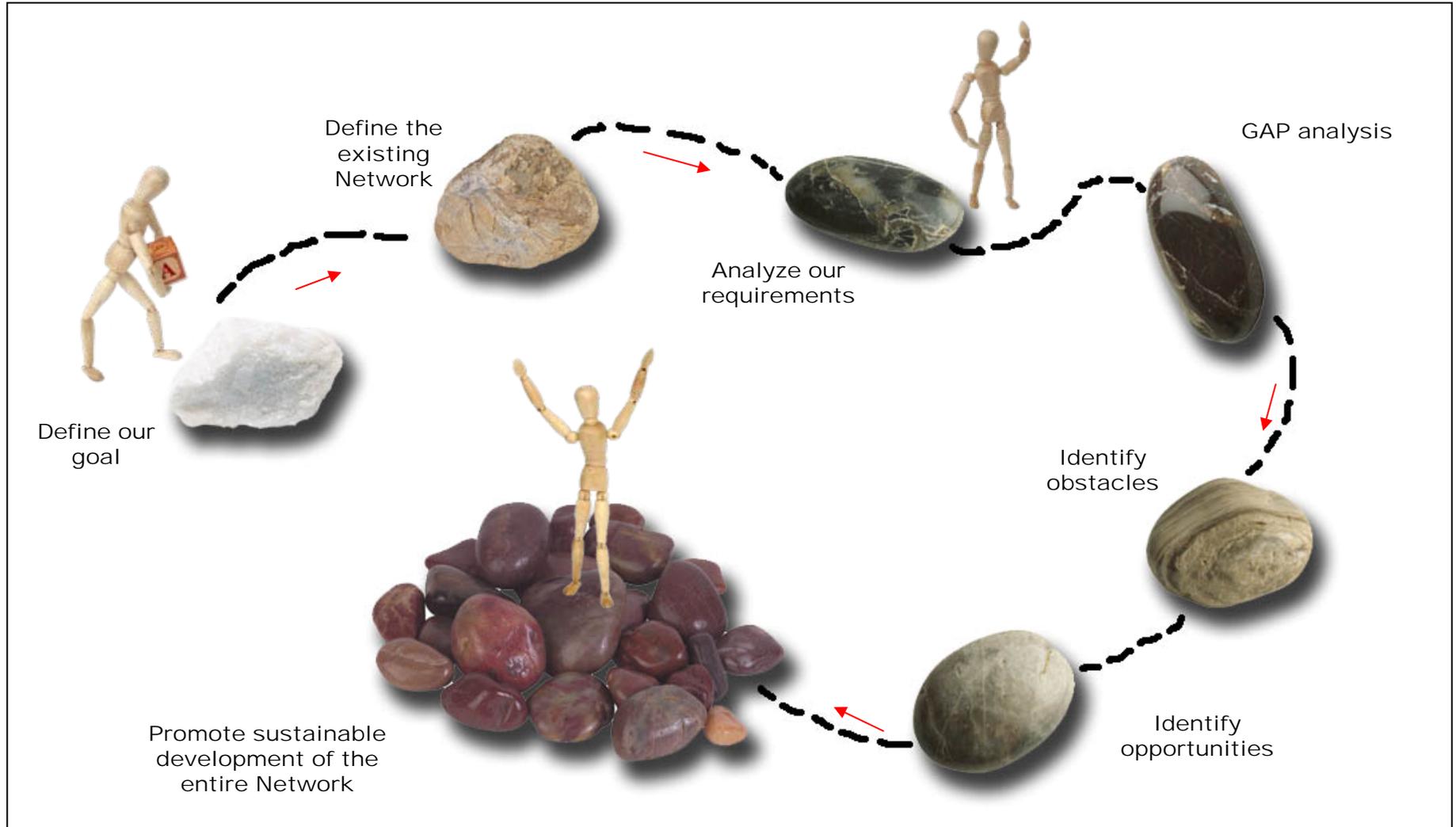
The **'Rebirth of Our Values'** in Business is not just a theory. The question you may ask at this stage is: 'How can I implement this theory?'

Although our project focuses on economy, our ultimate objective is the Community and how to promote social and economic growth.

The main prerogative in Business is to generate Profit as a tangible proof of its success. We will adopt a pragmatic approach, hence the Powerpoint presentation format and Business language used. This should allow us to target our message to an audience of Managers and Entrepreneurs, who will recognize the language and style as their own.



The Process step by step:





HOW TO ACHIEVE AN IDEAL OF SUCCESS AND ECONOMIC GROWTH WITHIN THE EXISTING NETWORK)

TARGET

Sequential Starting Points	Follow up Action Points	Primary Strengths and Weaknesses	Outcome: Documentation and Solutions
<p>What is the existing Network?</p> <p>What are the Network components?</p> <p>How do I provide a GAP analysis of the existing Network?</p> <p>What are the obstacles to overcome?</p> <p>Are there hidden elements or opportunities?</p> <p>How do I create a sense of belonging to the Network, by utilizing the common cultural ground, in order to facilitate the growth within the Network?</p>	<p>Analysis of the existing Network and its macro components</p> <p>Analysis of Offer and Demand - GAP Analysis</p> <p>Analysis of any possible barriers to the Network</p> <p>Identification of new market opportunities</p> <p>Structure, Evaluation and further Development of the Network</p>	<p>A</p> <p>B</p> <p>C</p> <p>D</p> <p>DETAILED ON THE FOLLOWING SLIDES</p>	<p>A</p> <p>B</p> <p>C</p> <p>D</p> <p>DETAILED ON THE FOLLOWING SLIDES</p>

RESULTS

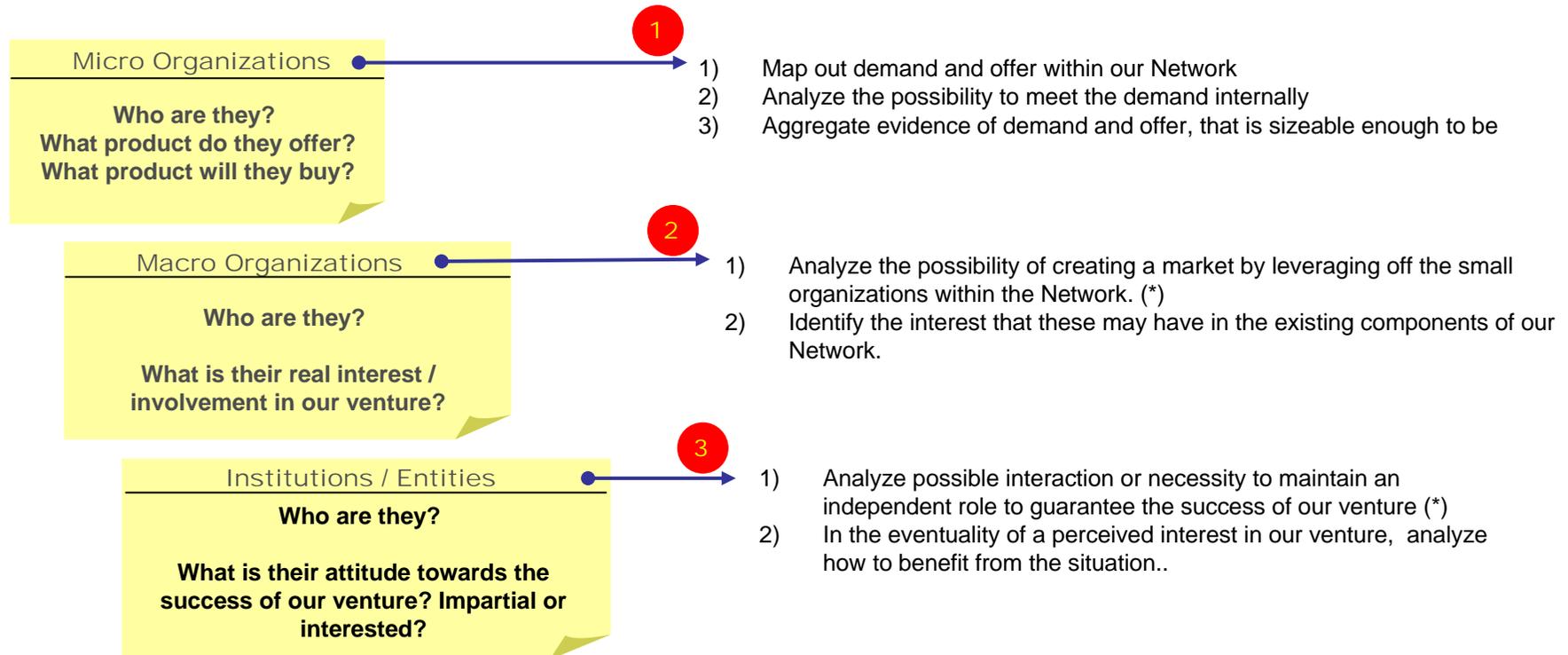
SOCIO-ECONOMIC GROWTH, EMPLOYMENT DATA AND FURTHER GROWTH OF THE NETWORK

(This objective is 'generic and continuous'. As such, there are no perceived limitations or conflicts of interest that could bring its momentum to a halt. This growth can withstand obstacles posed by 'individuals', as it will find in itself and in the shared values the justification to move forward)



UNDERSTANDING THE NETWORK

What is the existing Network? → Analysis of the Network and its macro components → A



(*) 2.1 and 3.1 imply a further analysis into the creation of a purpose vehicle able to manage the 'one to many' or 'many to one' relationship, inclusive of a profit / return forecast.



THE METHODOLOGY

UNDERSTANDING OUR REQUIREMENTS AND GAP ANALYSIS

What are our Requirements?

Analysis of Requirements, Offer and GAP Analysis



What can I source and what type of GAP analysis is required?

WHAT IS ALREADY ON OFFER

A Sales help is typically requested during the first stage of interaction with other organizations. We will endeavor to move away from this kind of interaction, as it can easily lead to a poor value relationship. By adopting a different methodology, we will analyze the current market and provide a support detailing the ideal conditions that will result in an healthy and increased number of sales.

Access to a service non normally available (**High Profile Consultancy**)
 Growth in volume and visibility (**Consolidation**)
 Decreased level of expenditure (**Bulk Acquisition of Products / Services**)
 Growth across Networks (**Increased Profits within a given Sector**)

WHAT ARE THE TOOLS AVAILABLE

By analyzing the level of offer at a macro level, we can determine what products/services will be required within a given Network. A detailed chart of how the offer is structured, will facilitate the sales of available products / services

Some indicative examples:
Venture Capital and Fund Raising initiatives
University Consultants advising on new trends and opportunities in employment laws and taxation
Financing and Management Consultancy
Ideas Sharing / Incubator / Tutoring services
Credit facilitations
Network quality control and guarantor services

OFFER

Chart detailing products / services required that are not currently available within our Network
 External acquisition of products / services or integration of product / service providers from external Networks.

DEMAND

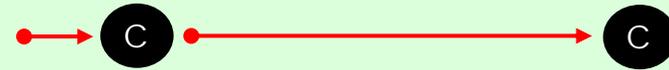


THE METHODOLOGY

ANALYZING BARRIERS AND HIDDEN OPPORTUNITIES

Are there obstacles to overcome? → Barriers Analysis

Are there hidden opportunities for small organization? → Identification of new markets and opportunities



WHAT ARE THE OBSTACLES WE NEED TO OVERCOME

Understanding the Network allows us to identify any obstacles (psychological, emotional or real) that we need to overcome. Long term vision will unveil any hidden opportunities and facilitate our perception of future requirements.

Are there any unknown requirements within the SME and other organization that need to be identified in order to prevent future problems?

Are there any missed opportunities that the Network can identify and by doing so, generate new sales?

Some indicative examples:

- Implementation of a Business Continuity Plan, through a qualified insurance Firm.
- Running a management training program in view of possible managerial turn over.
- Opening to foreign markets.
- Structuring a common Marketing / Advertising strategy.

- Lack of confidence in the product / service the Network offers: sales are driven by clients connections and not by its value.
- Every Entrepreneur/Director believes to be an excellent at managing Sales, Marketing as well as Human Resources = poor listening skills and inability to learn.
- Lack of resources to dedicate to the Network development = insufficient funds available within the organization when they are most needed.
- Acquisition of products / services within the organization regardless of the quality = loss of credibility within the entire sector.
- The Network needs to offer quality products / services as well as consistently guarantee its quality and availability

Useful hints on how to overcome obstacles.

- Identification of reliable partners. These will have the required skills to work on projects aimed at the growth of the Business.
- Deployment of a Charter within the Network, to guarantee product quality to Clients as well as maintain a high degree of discipline within the organization, by promoting transparence, recognition, business opportunity, cohesion.
 - Diversify the products offered. Products / services are no longer standardized, but tailor made to meet the client's requirements.



THE METHODOLOGY

FURTHER DEVELOPMENT OF THE NETWORK

Is it possible to start a process that will generate a sense of belonging, promote a common culture and stimulate growth within the Network itself?



Structure, values and further development within the Network



Growth of the Network size and a closer connection amongst its single components will result in increased productivity of the organization as a whole. The following steps are an example of how to achieve this goal:

ARRANGE MEETINGS

- The Network will grow from the dialogue amongst its components. Its structure will consequently change from 'stellar', i.e. from centre to affiliates, to a 'matrix' type of structure, where each affiliate is in itself the centre of other relationships.
- Meeting should be held on a regular basis, without making excessive use of everybody's time.
- The number of attendees (20-30) is ideal to make new contacts. Larger meetings are also important but have a different function.
- Lengthy separate discussions within a meeting should be avoided at all costs.
- Actively listening to people's opinions is a key factor for a productive meeting.

ASK FOR AND OFFER TO HELP

The ability to ask for and offer to help is instrumental to the growth of the Network. The concept of being successful by using our own means and not counting on others is fundamentally flawed. Asking for help is an opportunity to develop genuine relationships. Moreover, most people find helping others a rewarding experience. In a Network, asking for help means circulating Ideas, Names, Contacts. This will in turn ensure a healthy and productive work environment. Another form of help we can offer is to facilitate closing a deal between two Parties within a Network. The only reward for this kind of help is the knowledge of a stronger relationship with the Parties and cohesion within the Network.

CONTACT AND FOLLOW-UP

The Network can only function if everybody treats each other with equal respect, as people, friends rather than business prospects. It is important to create opportunities to keep contacts with the Network on a regular basis, even if there is no apparent business need to do so. Follow-up and feed-back are key factors for a successful Network. Communicating the success of a deal is as important as thanking someone for a useful introduction



We have talked about socio-political concepts in a Business style presentation because we wanted to do something new and at the same time blend together two traditionally separate and distinct worlds.

It is also true that the choice of a Business language has given us a degree of freedom of and agility that would have been difficult to achieve in any other way.

The ideas we have presented essentially revolve around one simple concept: the responsibility we all have as individuals or as part of an organization. Every action has a goal for which we are accountable. We are also accountable for the means used to achieve our goals.

There are no 'exemptions' allowed. We are held responsible for our actions, for our goals and how we operate in the pursuit of our goals.

Our objective was to demonstrate that promoting sustainable socio-economic growth is something we can all do.

We have demonstrated that this is possible.

We at LHYRA work daily to make our project become reality.



(Lhyra's Team)