

Trucking 101 Back to the Basics

Ethics and Integrity

Several months ago I wrote an article on ethics and integrity and the response was overwhelming. I received telephone calls, hundreds of emails, and what was surprising was that many of my friends and customers commended me on my courage and my convictions in writing such an article. Numerous customers indicated that they have been in similar situations and although the experience was overwhelming for them, it was a good educational process.

A very close personal friend of mine and business client wrote me a very touching letter. His name is:

**Mr. Douglas B. McAdams
President & Chief Executive Officer
AMERICAN TRANSPORT, INC.
100 Industry Drive
Pittsburgh, PA 15275-1014**

Doug wrote me on July 8, 2008 "Sorry you have been having some issues with people you thought had integrity in which whom you've had a personal relationship. I think we have all been there. More than a few of us have become cynical. Don't let them get to you. I always used to give everyone 3 chances, but as the years progressed, everyone now gets one."

Then, Doug made a statement that sums up the situation that I was relating to. "The downturn in the economy separates those for whom integrity is a convenience and not a commitment--- 2008 has been a very difficult year for the trucking industry. It has been a year filled with challenges and unfortunately, many trucking companies have not been able to weather the financial storm. **However, even in such a financial crisis, you should never sacrifice your integrity or your ethics, or your honesty to stay in business."**

Over the years, I have written numerous articles on a person's word being their bond. A handshake is better than a written contract, and for years, many businesses operated under that basis and when work was performed, money was paid. **The dynamics of the industry have changed dramatically.** The way we do business in the industry has changed, and;

- The value systems have changed.

The question becomes, how does a dinosaur survive in a changing environment? The answer is; regardless of the conditions of the marketplace, or the changing environment, if your business and your life is guided by values and integrity, honesty, and purposeful work, that is the foundation for a successful business and a successful life.

In closing, many thanks to all of my readers that reached out and supported my thought. The article was not written to embarrass any one individual or any particular company or to put pressure on any particular parties. The article was written to describe my views on the conditions of business as they exist today.

QUOTE OF THE WEEK: "Maybe if we did a better job of listening, history wouldn't have to repeat itself."

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