



# **Central Investigation & Security Services Limited**

**(Creating Trust - Delivering Value – Always Sharing Client Concerns)**

***“ In business the handshake is an expression of trust and ethical behavior is the foundation of trust.”***

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## **Ethics and Business: (Part-1 /6) (Back Drop)**

**Backdrop : Recent disruptions have completely altered the trajectory of the shift to newage services. Logistic services are looking to make drone deliveries. Leisure travel to outer space is the first preference of travel industry customers.**

- 1. No doubt every business will transform in more ways than one. Every security agency too will have to become future ready to meet newage expectations of their future customers. They will be required to prepare their people to deliver quality services in a fair and just manner since the socio economic environment is generating such a demand.**
- 2. Excellence is one such competency that not only transforms an individual's approach but enables him to lead businesses with conviction. Business excellence will be the maxim and mantra to survival – sustenance.**
- 3. All people people organisations are now wanting to follow the 70 – 20 – 10 rule**
  - 70% Virtue (Character-Ethics that leads to conviction in thought and action )**
  - 20% Values (Personality-Ethics which comes from skill & competencies)**
  - 10% Truthful Communication**
- 4. An ethical security company stresses on developing future security professionals multi-skilled in delivering leap in value innovation by integrating all services under one umbrella**

**An ethical company aims to build competencies that any new age manager should possess.**

### **What is “business ethics”?**

**What is Business Ethics : (A clinical attempt)**

**The following 5 bullets could possibly sum up ethics in business parlance**

- (1) Honesty & Uprightness**
- (2) Valuing feelings of co-workers – workforce & members of Society in general**
- (3) Being accountable for the licit socio-economic responsibilities**
- (4) Being accountable for the licit pluralism promoting political responsibilities**
- (5) Behaving in consonance with well-established practices in areas of human resource – environment protection – cultural racial and gender sensitivity – Customer Relations**

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## **Ethics and Business Part - 2**

### **Ethics : The A B C of Building a Security Company's Competitive Advantage**

#### **A.**

**Your Company's competitive advantage lies in its reputation of being 'Ethical'**

1. Although there are many companies that at one time or another have engaged in unethical behavior, habitually unethical behavior is not a good long-term business strategy for a company. It is best that we always start with the three fundamental questions :-

**Ask yourself whether, as a customer,** you are more likely to buy from a business that you know is honest and trustworthy

**Ask yourself as a client** are you likely to buy from one that has earned a reputation for being dishonest and crooked.

**Ask yourself whether, as an employee,** you are more likely to loyally serve a company whose actions toward you are fair and respectful or one that habitually treats you and other workers unjustly and disrespectfully.

Clearly, when companies are competing against each other for customers and for the best workers, the company with a reputation for ethical behavior has an advantage over one with a reputation for being unethical.

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