



## **iQuestions Faculty, John D. Beckett**

---

Question:

How do I create a business culture that rewards integrity and good ethics?

Answer:

You know, a person quipped one time that in the culture around here, “no good deed shall go unpunished.”

Well, that may be a humorous way of looking at it, but the fact is, if we will reward good deeds, if we will recognize the strong, ethical conduct of people in our organization, that will permeate out through the culture the way that yeast permeates the loaf of bread that that yeast is in—and that it really shapes the organization, so that those high standards, those values, are what people really adhere to and admire.