



**In my opinion...**

**DEAN SAYS:**

## **Corporate Values**

"Values" has become the buzzword of the middle 1990s. Through endless twists and turns of our culture, society has attempted to both strongly declare and cleverly redefine the values that anchor us in a safe harbor.

The fire alarm industry and its parent the fire protection industry have not escaped the impact of this renewed interest in values. At the same time, since the fire alarm industry purports that its roots probe deeply into the soil of safety—life safety, property protection, and mission protection—it cannot help but suffer from some of the same pressures that pummel society as a whole.

In the spirit of this latest craze, I offer the attached statement of corporate values, recently adopted by my little company, Focus Publishing Enterprises. Some readers may feel this statement hedges a little in the area of diversity and significance of the individual. I offer no apology for this because my Judeo-Christian value system teaches me that God will be exalted, not the individual. And, that the team or "body" has far greater significance than the individuals who

make up the team.

Nevertheless, when many accuse modern businessmen and businesswomen of displaying a measurable lack of values, I felt I could contribute to a return to traditional values in some small way by offering you a glimpse at the stand of Focus Publishing Enterprises. I would hope that the fact that I have taken the time to think carefully about corporate values would motivate you to do the same for your business.

I think the time has come for all of us in this vital industry to rise above the commonplace and determine to take the "road less traveled." An emphasis on corporate values can certainly help lead the way. □

The values of Focus Publishing Enterprises reflect the beliefs and principles that are an essential part of our culture. Within the overall framework of a team environment, respect for and recognition of the individual—as he or she contributes to the team—is an important part of our culture. The following expectations derive from this foundation:

- We operate with the expectation that safety is a primary responsibility.
- We value diversity in the workplace—supported by opportunity for equal employment and, where appropriate and truly necessary, affirmative action—believing diversity is essential for creating a corporate culture that is comfortable, supportive, and challenging for people from all walks of life.
- We acknowledge that creativity and innovation are vital to the growth and future success of our corporation.
- We expect that all of us will treasure and maintain integrity and the highest ethical standards, so that our collective reputation for honesty and fairness is treated as a valuable asset that must not be compromised.
- We believe that professionalism continues to be a significant characteristic of our corporation, and our emphasis on quality flows from this characteristic.
- We assert that because employee development is the core of our human resources philosophy, we are committed to providing an environment that stimulates professional growth.
- We seek to foster social responsibility on two levels: the corporation is committed to being a good corporate citizen; and employees are encouraged to participate in community, civic, and cultural activities.

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