



SERVICE

ABOVE

SELF

Rotary Code of Ethics

My business standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so that when I have ended each of them, I shall have lifted the level of human ideals and achievements a little higher than I found it. In view of this, it is my duty as a Rotarian,—

- 1 To consider my vocation worthy, and as affording me distinct opportunity to serve society.
- 2 To improve myself, increase my efficiency and enlarge my service, and by so doing attest my faith in the fundamental principle of Rotary, that he profits most who serves best.
- 3 To realize that I am a business man and ambitious to succeed; but that I am first an ethical man and wish no success that is not founded on the highest justice and morality.
- 4 To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.
- 5 To use my best endeavors to elevate the standards of the vocation in which I am engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable and conducive to happiness to emulate my example.
- 6 To conduct my business in such a manner that I may give a perfect service equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation.
- 7 To understand that one of the greatest assets of a professional or of a business man is his friends and that any advantage gained by reason of friendship is eminently ethical and proper.
- 8 To hold that true friends demand nothing of one another and that any abuse of the confidence of friendship for profit is foreign to the spirit of Rotary, and in violation of its Code of Ethics.
- 9 To consider no personal success legitimate or ethical which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.
- 10 To be not more obligated to a Brother Rotarian than I am to every other man in human society; because the genius of Rotary is not in its competition, but in its co-operation; for provincialism can never have a place in an institution like Rotary, and Rotarians assert that Human Rights are not confined to Rotary Clubs, but are as deep and as broad as the race itself; and for these high purposes does Rotary exist to educate all men and all institutions.
- 11 Finally, believing in the universality of the Golden Rule, *all things whatsoever ye would that men should do unto you, do ye even so unto them*, we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet.

MOST WHO
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HE PROFITS WHO SERVES BEST