**The Four-Way Test**

After my last Rotary Minute, a Member asked about why we fine Members for “failing the four-way test” at our meetings.

The short answer is that it helps us have better meetings by holding us to account – during that one hour – for what we have pledged to do and be as Rotarians. The longer answer is that it serves to remind us of how we’re all participating in an effort to build ethical relationships for ourselves and our business endeavours.

“What is the 4-way test?” a guest of Rotary then asked.

It did not start out as a Rotary thing but was devised by a Rotarian – Herb Taylor – in Chicago during the Depression to help set a moral compass for his company. At Club Aluminum, a kitchen pot manufacturer, Herb’s 24-word test became the guide for employees in sales, production, advertising, and all relations with dealers and customers. The survival of the company is credited to this simple philosophy – surely a tough thing to do when business was cut-throat with some folks prepared to do almost anything to keep going during those dark years.

The 24 words we’re supposed to use to measure the things we think, say or do?

**Is it the TRUTH?
Is it FAIR to all concerned?
Will it build GOODWILL and BETTER FRIENDSHIPS?
Will it be BENEFICIAL to all concerned?”**

This was adopted by RI in 1943, and 20 years after devising the test, when Herb became the President of RI, he turned the copyright over to Rotary.

Want to learn more? Visit [***https://my.rotary.org/en/guiding-principles***](https://my.rotary.org/en/guiding-principles)

Want to see Clubs promoting the four-way test? Visit: ***thefourwaytest.com***

***Mike***

***True North Rotary Club 83845***

***Yellowknife, NT***

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