

It's All About How

There has been a transition in recent years in the measurement of trust, integrity, values and reputation. Whereas the standard used to be “it is not what you say but what you do that matters”, the new standard has expanded to “it is not what you do but how you do it that matters”. This transition is significant because it declares that the end result is not the sole objective, and that the path selected to reach the end result will be part of the criterion upon which the end result will actually be qualified.

Part of the reason the transition has occurred is because we are living in a world of instant information and the way we do things can now be easily discovered and quickly disseminated. The quick distribution of news of any wrongdoing might be enough to keep most people in line. It also serves as an indicator of how important how we do the things we do really is to most people.

From a business perspective, you can use how you do things to separate your company from the competition. By using the best ingredients you can gain a reputation for quality. By providing excellent employment conditions you can be seen as a great company to work for. By having excellent service you can be known as a company that stands by its work and its word. By engaging in honorable practices your company will become synonymous with integrity. How you do things becomes what you are.

The new “do it right” culture could lead to a whole new way of looking at how we pursue our goals and how we define elements of our businesses like efficiency, quality, service and, of course, ethics. The rise of the “how” and its overthrowing of the “what” leads to a brand new set of considerations for businesses and the reputations they want to develop and maintain.

From Tudog’s perspective this is a very good development. To us, how we do anything means everything and we are glad to see that people will take notice and judge us accordingly. The playing field will become even when everyone is judged by how they achieve their results because not all results are created equally. As Tudog sees it, the more dignified and honest the “how”, the more durable and credible the “what”.