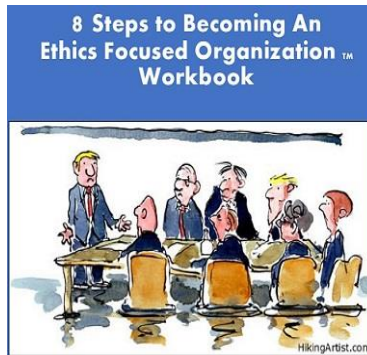


USA Daily Chronicles

All the News. All the Time.

Ethics Focused Organization Book Release



(Reading Time: 4 Minutes.)



Recently *Kevin Price*, host of the nationally syndicated *Price of Business Show*, interviewed nationally recognized small business expert and long-time contributor *James J. Talerico, Jr. CEO of Greater Prairie Business Consulting, Inc.* about his new book, "*8 Steps to an Ethics Focused Organization*" and why it is time for small businesses to improve their focus on ethics. He is what he had to say:

Talerico started off the interview by pointing out the substantial damage a few negative on-line reviews can cause to a brand. "The current statistics are that online reviews influence 93% of consumer purchases today and a that single negative review costs a business between \$3,000 to \$15,000 a year; moreover, if a business' on-line reviews average one star less than its' competitors, they will not show up in the search of that competitor. On the other hand, positive on-line reviews result in an 18% uplift in sales." Another statistic that struck our guest at the time, was that the *Better Business Bureau* had processed over 835,000 complaints from consumers the year before. So, it was clear to him that there is room for improvement when it comes to small business ethics.

Following his original broadcast about improving small business ethics, Talerico posted an article summarizing his radio interview on *LinkedIn*. "I have 30,000 *LinkedIn* followers," he said, "and after I posted the article I started receiving comments from all over the world about my ideas for improving small business ethics." "This intrigued me," Talerico explained, so he started to research small business ethics further, and found that while most large businesses had systems, procedures, and controls in place around ethics, a small business' approach to ethics was, in most cases, reactive and – according to studies – differs depending on both the personality of the business owner and the company's current cash position.

When Talerico looked on-line for ways small businesses can improve their focus on ethics, he found information about various aspects of small business ethics, but he could not find an affordable, comprehensive solution for small businesses. If he did not create his Ethics Focused Organization™ (Trademark Pending) certification program, he says, this would still be true today.

There are many good reasons why small businesses should emphasize ethics. Being ethical helps small businesses make better decisions; it also lowers their legal risk. Ethics focused organizations enjoy more loyal and satisfied customers and have higher sales and profits. Interestingly, businesses that focus on ethics, moreover, have happier employees, who are more motivated than their competitors, and these businesses also enjoy greater employee retention. Businesses that embrace ethics are, furthermore, more socially responsible, and being focused on ethics can help ensure a business' long-term success. In other words, there is a noticeable ROI by becoming an "ethics focused organization."

The eight steps outlined in Talerico's new book include: (i) surveying your stakeholders, (ii) putting together a code of ethics, (iii) creating an ethics officer and/or ethics committee, (iv) implementing ways to strengthen the culture of your organization as it relates to ethics, (v) improving your policies, procedures & processes around ethics, (vi) establishing compliance & ethics metrics, (vii) creating continual improvement & continuous improvement compliance & ethics goals and objectives for your business, and (viii) implementing other ideas to improve your business' focus on ethics.

Talerico believes that his certification program is the best solution on the market for small businesses because it will help businesses distinguish themselves from the competition, its affordable, and because everyone who participates in the program can receive eight – (8) continuing education units (CEU's) from the *University of Texas at Arlington's Division of Enterprise Development*. The Implementation Guide, which can be purchased with the workbook, comes with almost two dozen aides to help businesses implement these steps. Talerico argues that the tools, polices, procedures, checklists, surveys, etc. in the Implementation Guide alone pay for the course, as the time and expense it would take a business to recreate would be significantly greater than the cost for his certification program.

In conclusion, Talerico added that as small businesses emerge from COVID-19, they will be stronger, nimbler, and have innovated. Being an "ethics focused organization" is something a small business can easily put in place for a minimal cost and in a short period of time. Without question says Talerico, "being an ethics focused organization will distinguish your small business from the crowd and result in many long-term benefits."

IMCUSA members can order this certification program from Greater Prairie Business Consulting, square store at: <https://greater-prairie-business-consulting.square.site/s/shop>. By entering "IMCUSA" when prompted, IMCUSA members will receive the "certification bundle" that includes the workbook, implementation guide, and the certification application fee at the presale price of \$99.00 – \$199.00 off the retail price! (*CEU Certificates are billed separately @ \$25.00 per employee.) To contact the author, you may call his office at 1-800-828-7585, or email him at: JJTalericoJr@GPBusinessSolutions.com.*

James J. Talerico, Jr., CMC ®

About the Author of **"8 Steps to Becoming an Ethics Focused Organization:"**

A nationally recognized small to mid-sized business (SMB) expert, Jim Talerico has consistently ranked among the "top small business consultants followed on *Twitter*." With more than thirty – (30) years of diversified business experience, Jim has a solid track-record helping thousands of business owners across the US and in Canada tackle tough business problems to improve their organizational performance.

A regular guest on the "*Price of Business*" on *Bloomberg Talk Radio*, Jim's client success stories have been highlighted in the *Wall St. Journal*, *Dallas Business Journal*, *Chicago Daily Herald*, and on *MSNBC's Your Business*, and he is regularly quoted in publications like the *New York Times*, *Dallas Morning News*, *Philadelphia Inquirer*, and on *INC.com*, in addition to numerous, other industry publications, radio broadcasts, business books, and Internet media.

Jim Talerico is also a *Certified Management Consultant* CMC ®, an honor bestowed on only 1% of all consultants worldwide.

For more information about James J. Talerico, Jr.'s, CMC ® company and consulting practice go to: www.greaterprairiebusinessconsulting.com.

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