



BEIM'S

ETHOS OF ETHICS

**Establishing Malaysia as a
Nation of Ethical Commerce**



BEIM'S
ETHOS
OF
ETHICS

Establishing Malaysia as a
Nation of Ethical Commerce

Welcome to the Inaugural Issue of Ethical Ethos.

We are proud to embark on this journey together with like minded Member Companies who's visionary leaders champion these values and are ready to take bold steps in their organisations with their people.

We are all well aware that Ethics and integrity form the bedrock of any successful organization, serving as the guiding principles that drive excellence and garner respect, both locally and abroad.

From the very top, leaders embody a growth mindset and a resolute commitment to ethical practices, and when this collective vision takes root throughout the company, remarkable achievements become a reality.

Nevertheless, let's acknowledge that the journey toward ethical excellence may encounter obstacles along the way. We have seen and heard how our comrades face humps, sharp corners and even roadblocks, but rest assured, unwavering determination and steadfast resolve will prevail.

EDITOR'S MUSINGS



BEIM aims to unite these Team, so we are a bigger force and we can confront these challenges head-on,

fortifying one another and pressing forward with unwavering conviction. Each small stride towards ethical greatness is a testament to our collective triumph. Our Efforts and Programmes are all geared to support our Members work in this area and we encourage you to reach out to us so together we can Fly High in the Quest of deploying Ethics and Integrity in your organisation, engraving these values deep amongst your employees, in your processes and operating model.

In every issue we aim to share the efforts taken by our Members as best practices, and we do not need to reinvent the wheel everytime. We have covered them here, and you too can share your quick wins, or even challenges here, or speak at our events and training programs in the near future so everyone can take a leaf out of your book too.

Let us not underestimate the power of seemingly small actions. Transparency, accountability, and a constant quest for improvement will guide our path. We will foster an environment that encourages open discussion.

Brace yourselves for an extraordinary adventure, where ethics and integrity reign supreme, illuminating the path to a brighter future.

We thank you for being part of this journey and wishing you a happy read.





Mr Haridas K. Nair - BEIM's Chairman

TONE FROM THE TOP

There is an enormous amount of work that needs to be done. One hopeful sign that we see is the presence of a national leader who is ready to grapple with issues relating to governance, transparency, accountability and corruption. He is ready to take a stand and call a spade a spade. This is an encouragement for us who are championing the cause of Business Ethics. The business environment was such that corruption was endemic and some enforcement authorities were in the business of extorting money. Even well placed organisations were using runners and fixers to get their work done. It is therefore equally true that business both by their silence and through being complicit contributed to the growth of corruption nationally. We are now at a time when Organisations must take the lead and show that businesses can operate honestly and at the same time be profitable. I hope that the Government would establish an independent 'Ombudsman' to whom we could appeal should we face undue delays and a lack of response from authorities. If the Government is really serious about dealing with corruption another area that they need to focus on is in ensuring that whistle blowers are given due protection.

Corruption is a dark game and the only way adequate proof stands the test of the law is to ensure that one garners adequate, clear evidence. There are many good people who are caught in this web. For reasons of work, money and well-being many keep silent while others are persuaded as so many of their colleagues are involved.

Yet these may be the very people who may want to redeem themselves in the sight of God that they make a difference. If they are given adequate protection and respect they will be strong partners in the Government's drive to battle this scourge. The Government needs their cooperation and involvement.

In the private sector whistle blower protection does ensure that people behave and conduct themselves fairly. Gender fairness and sexual exploitation are all reported to independent whistle blowing agencies and they then undertake investigations and report the same to the Board.

The presence of such initiative and examples of action taken serves as a deterrent and ensures that the Code of Ethics of an organization is upheld. Ethics is not just about being good but about good people being effective and empowered.

Prior to a surgical intervention the surgeon washes down his hands to ensure that he is free from infection prior to the operation. In the same way one cannot espouse the cause of Ethics and good Governance with mere slogans. A commitment is needed. A strong tone from the top is yet another essential ingredient.

Our present Prime Minister Anwar Ibrahim is setting this tone and BEIM supports his endeavour and invites organisations ranging from Government linked companies and others from various sectors like Education, logistics, Medical, Transport and others to join us in this promoting this critical cause.

Thriving on Collective Thumbprints

Thumbprints's Founder, Tam Wah Fiong, reflects on an incident from many years ago that led to a significant shift in his company's approach to employee welfare. During a conversation with one of his staff, he realised that she was barely managing to support her family with her earnings. This stark reality prompted him to contemplate on what actions he could undertake to better the lives of his employees, leading him to introduce a minimum wage policy in his company.

The company, which has been in operation since 1990, has cultivated an environment where many of their staff have had extended tenures, some exceeding two decades. A key figure in this enduring team is the Managing Director, Lim Chee Yoong. His essential role ensures the company maintains its vision of being a community enterprise.

Thumbprints is well-known within the printing industry for advocating corrupt-free business practices and promoting green initiatives. The company operates from a factory near Kuala Lumpur, offering comprehensive print and packaging solutions to a broad range of clientele, including multinational corporations, renowned book publishers, banking institutions, and fast-moving consumer goods companies.



However, the journey to success wasn't easy. Tam founded the company using the life savings of his wife, Jackie, alongside a loan secured against his parents' land. Initially, the business operated from a small shop in Selayang and was very much a family affair, with his wife, brother Eric, and brother-in-law Teoh involved in the operations.

The early years posed numerous challenges, with steep learning curves and limited resources. Despite this, the company persevered, and after securing their first major deal, the business began to grow. By 1995, they were able to move into a larger factory building.

One of the defining traits of Thumbprints is their firm stance against corruption, which was prevalent in the printing industry. The company decided to adopt transparent business practices, a decision which initially resulted in a loss of customers. Nevertheless, they remained firm in their belief that honesty is the best policy.

Their commitment to transparency has been rewarded. In 2011, Thumbprints formalised their 'No Lie, No Cheat, No Bribe' practices through the inception of the Thumbprints' Zero Corruption Committee. Later, they were recognized with the ISO 37001 Anti Bribery Management System in 2020, becoming the first printer in Malaysia to achieve this certification.

Thumbprints is also passionate about environmental conservation. They've implemented green initiatives such as waste segregation, a wastewater treatment system, and the installation of solar panels. The company has been ISO 14001 certified since 2007, and FSC certified since 2010.

Their commitment to their employees is best illustrated by their response to the 2008 economic recession. Inspired by the Waitrose partnership program, Tam decided to transform Thumbprints into a community enterprise. They raised the basic salary and introduced a profit-sharing scheme. Although this decision led to losses initially, it fostered a sense of ownership amongst the employees, many of whom have stayed with the company.

In 2018, Thumbprints embarked on a lean manufacturing program, aimed at waste reduction and efficiency improvements. They adopted methodologies such as Kaizen and OEE. This combination of their continuous drive to improve, along with their core values of looking after their people, have been instrumental in the ongoing growth and success of Thumbprints.



HAPPENINGS



After a hiatus caused by the pandemic, the much-anticipated BEIM 5 Petal Award made a triumphant comeback. Against all odds, the award ceremony took place on December 15, 2022, in Kuala Lumpur, marking a significant milestone in celebrating excellence in business ethics. The event, held at the prestigious Bukit Kiara Equestrian & Country Resort radiated an air of optimism and excitement, symbolizing the resilience of the business community in the face of adversity.

The return of the BEIM 5 Petal Award was a testament to the unwavering commitment of Malaysian businesses towards upholding ethical practices, even in the most challenging times. It served as a beacon of hope, reigniting the spirit of ethical conduct that lies at the core of every successful enterprise.

With over 30 attendees, the event successfully honored and recognized Malaysian businesses committed to ethical practices. The awards, presented in five categories, highlighted companies' efforts in promoting business ethics. Notable speakers, including Retired Judge Professor Datuk Dr. Haji Hamid Sultan bin Abu Backer and BEIM Chairman Mr. K Haridas Nair, emphasized the importance of ethical behavior in building trust, fostering relationships, and driving sustainable success. Interactive Discussions with the Key note speaker further enriched the event. Overall, the BEIM 5 Petal Award ceremony achieved its goal of promoting ethical conduct and showcasing the benefits of joining BEIM.



BEIM's
Breakfast
Club





BEIM's
5 Petal
Award



HOW ONE PERSON CAN CHANGE THE CONSCIENCE OF AN ORGANIZATION

Dr. Tadataka Yamada, as chairman of research and development at Glaxo SmithKline (GSK) in 2000, was disturbed to find his company involved in a lawsuit over access to HIV/AIDS drug therapies. Recognizing the moral responsibility to alleviate human suffering, Yamada advocated for change within GSK. He stressed the importance of allowing people access to life-saving medicines and proposed a vision to make GSK a leader in combating diseases like TB and malaria. Pressure mounted externally, leading to the withdrawal of the lawsuit by all 39 companies involved, including GSK, which subsequently reduced the prices of antiretroviral drugs by over 90%. Yamada's influence also transformed a GSK laboratory in Spain into a not-for-profit facility focusing on diseases in developing countries.



ETHICS ACROSS THE CONTINENT

Yamada's actions catalyzed a culture shift at GSK, attracting top scientists to work in the new not-for-profit laboratory. His vision and the efforts of others within GSK propelled the company to become a leading advocate for global health. Even after Yamada's departure, the positive changes continued, with GSK emerging as a prominent pharmaceutical company for global drug access and health initiatives.

Yamada's success can be attributed to four key mindsets: the power of one, where a single individual can make a difference by voicing their vision; the power of sequential skill building, honing the ability to challenge the status quo; the power of sustained focus and determination, ensuring challenges do not fade from attention; and the power of using privilege to support those with less privilege.

This article emphasizes that transformational leadership can come from any level within an organization, highlighting examples of individuals who successfully challenged the status quo and brought about change.

By Nicholas W. Eyrich,
Robert E. Quinn,
and David P. Fessell

A successful businessman was growing old and knew it was time to choose a successor to take over the business. Instead of choosing one of his directors or his children, he decided to do something different. He called all the young executives in his company together.

He said, "It is time for me to step down and choose the next CEO. I have decided to choose one of you." The young executives were shocked, but the boss continued, "I am going to give each one of you a seed today – one very special seed. I want you to plant the seed, water it, and come back here one year from today with what you have grown from the seed I have given you. I will then judge the plants that you bring, and the one I choose will be the next CEO."

One man, named Jim, was there that day and he, like the others, received a seed. He went home and excitedly, told his wife the story. She helped him get a pot, soil and compost and he planted the seed. Everyday, he would water it and watch to see if it had grown. After about three weeks, some of the other executives began to talk about their seeds and the plants that were beginning to grow.

Jim kept checking his seed, but nothing ever grew. Three weeks, four weeks, five weeks went by, still nothing. By now, others were talking about their plants, but Jim didn't have a plant and he felt like a failure.

Six months went by – still nothing in Jim's pot. He just knew he had killed his seed. Everyone else had trees and tall plants, but he had nothing. Jim didn't say anything to his colleagues, however, he just kept watering and fertilizing the soil. He so wanted the seed to grow.

A year went by and the CEO asked the young executives to bring their plants to work for inspection.

When Jim told his wife that he wasn't going to take an empty pot, she asked him to be honest about what happened. Jim felt sick to his stomach, it was going to be the most embarrassing moment of his life, but he knew his wife was right. He took his empty pot to the board room.

When Jim arrived, he was amazed at the variety of plants grown by the other executives. They were beautiful – in all shapes and sizes. Jim put his empty pot on the floor and many of his colleagues laughed, a few felt sorry for him!

When the CEO arrived, he surveyed the room and greeted his young executives. Jim just tried to hide in the back. "My, what great plants, trees and flowers you have grown," said the CEO. "Today one of you will be appointed the next CEO!"

All of a sudden, the CEO spotted Jim at the back of the room with his empty pot. He asked Jim to come to the front of the room. Jim was terrified. He thought, "The CEO knows I'm a failure! Maybe he will have me fired!"

When Jim got to the front, the CEO asked him what had happened to his seed. Jim told him the story. The CEO asked everyone to sit down except Jim. He looked at Jim, and then announced to the young executives, "Behold your next Chief Executive Officer – Jim!"

Jim couldn't believe it. Jim couldn't even grow his seed. "How could he be the new CEO?" the others said.

Then the CEO said, "One year ago today, I gave everyone in this room a seed. I told you to take the seed, plant it, water it, and bring it back to me today. But I gave you all boiled seeds; they were dead – it was not possible for them to grow.

"All of you, except Jim, have brought me trees and plants and flowers. When you found that the seed would not grow, you substituted another seed for the one I gave you. Jim was the only one with the courage and honesty to bring me a pot with my seed in it. Therefore, he is the one who will be the new Chief Executive Officer!"

- If you plant honesty, you will reap trust
- If you plant goodness, you will reap friends
- If you plant humility, you will reap greatness
- If you plant perseverance, you will reap contentment
- If you plant consideration, you will reap perspective
- If you plant hard work, you will reap success
- If you plant forgiveness, you will reap reconciliation

So, be careful what you plant now; it will determine what you will reap later.





BEIM'S OBJECTIVE

- PROMOTE ETHICS THROUGH EDUCATION, INCULCATION AND NURTURING OF VALUES SUCH AS HONESTY, FAIRNESS, INTEGRITY AND SELF-REGULATION AMONGST BUSINESSES IN MALAYSIA
- COMMITTED TO RAISE AWARENESS AND ACCEPTANCE OF TRANSPARENCY AND INTEGRITY IN BUSINESS

OUR ANNUAL PROGRAMMES

QUARTERLY NEWSLETTER

- Feature Articles on Ethics, Governance and Integrity
- Best Practice Sharing by Member

ANNUAL FIVE PETAL GOLD ETHICS AWARD

- Initiative to recognise and reward Member companies efforts in continuously upgrading their policies, procedures and contribution to the growth and development of Business Ethics in Malaysia

HRDC CLAIMABLE TRAINING PROGRAMMES

- Organise Trainings, Workshops & Seminars
- Ethics, Integrity and Governance Topics
- Guidance and Support for Member Companies in setting up and managing their Ethics Department and Processes

ANNUAL CONFERENCE

- Conference built around a key theme that's important in building a healthy climate for Businesses in Malaysia
- Invited Speakers and Panelists from Industry Practitioners, Corporates & Academia

BEIM BREAKFAST CLUB

- Monthly Session
- Held last Thursday of every month

QUARTERLY ROUNDTABLE

- Quarterly Session
- Invited Panelists

KEY BENEFITS OF MEMBERSHIP

- CONSULTING ADVISE ON THE DESIGNING OF CODE OF BUSINESS ETHICS, SOPS & PROCESSES
- HRDC CLAIMABLE TRAININGS, WORKSHOPS AND SEMINARS
- 5 PETAL AWARD ACHIEVEMENT AND ENDORSEMENT



PLANNED TRAINING PROGRAMMES 2023 – HRDC CLAIMABLE

- Developing Business Code of Conduct, Processes for Internal Roll-out, SOPs for SMEs and Corporates
- Conflict of Interest & Whistle Blower Awareness for SMEs and Corporates
- Train the Trainer for Ethics and Integrity Implementation in Companies
- Diagnose and Audit Your Ethics, Governance and Compliance Process – Best Practices and Step by Step Guide
- Ethics, Integrity and Fraud Prevention at the Workplace



**We are Committed to a Credible,
More Transparent and
Accountable Model of Business
Landscape for all Malaysians**

The Business Ethics Institute of Malaysia (BEIM), welcomes Companies and Individuals to be Members of the Institute.





Make a distinction and wear the badge of Ethical Business Conduct.

Members will make a significant difference to their business and professional presence as they :

- **Acquire new Insight and Certification in Business Ethics**
- **Participate in Round Table discussions among Business Leaders**
- **Get Coached in Managing/Setting Up an Ethics Department at their workplace**

**Integrate Ethics into your workplace and benefit from
opportunities to make your journey seamless by
joining BEIM community.**

Annual Membership Structure

	Ordinary Corporate Member	-RM500
	Ordinary Individual Member	-RM100
	Associate Member	-RM75
	Student Member	-RM25

Email ; secretariat@beim.my

Tel ; +6012-2661412