

## The 4-Way Test

The 4-way Test was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in financial difficulties caused by depression. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the company surprisingly survived due to this simple philosophy.

11 years later, in 1943, the 4-Way Test was adopted by Rotary and has been translated into more than 100 languages and published in thousands of ways. Another 11 years later, in 1954, Herbert Taylor became president of Rotary International. The message should be known and followed by all Rotarians: “Of the things we think, say or do: 1. Is it the TRUTH? 2. Is it FAIR to all concerned? 3/ Will it build GOODWILL and BETTER FRIENDSHIPS? 4. Will it be BENEFICIAL to all concerned?”

Let’s practice the 4-Way Test outside the Rotary meeting room and be a better person and a better Rotarian. (Derived from “The ABCs of Rotary)