

# Rotary

## District 7390



### THE FOUR WAY TEST

**Of 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?**

Rotary International's Four Way Test was written by Rotarian Herbert J. Taylor in 1932. Mr. Taylor was a business man who's company was facing bankruptcy. He searched for a set of guidelines or ethical standards by which he could manage his business transactions, but nothing existed at the time. "We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize," he said. He wrote The Four Way Test and set it on his desk to reflect upon for several days. It was harder to apply than he had imagined. In fact, he almost threw it away.

"After about sixty days of faithful constant effort on my part to live up to the Four-Way Test, I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times discouraged, with my own performance as president of the company."

The company went to great lengths to adopt the statement and everyone in the company was held to its standard in their business transactions and every day life. The company avoided bankruptcy and found great success as a result.

The 24-word statement was adopted by Rotary International in 1943. Since then, it has been translated into more than 100 languages and is known by over 1.2 million Rotarians around the world.

Herbert J. Taylor went on to become President of Rotary International in 1954. He also wrote several additional works on character development. He was inducted into the American National Business Hall of Fame and was featured on the cover of Newsweek on February 28, 1955. His legacy lives on through The Four Way Test still today!