

Values in Action



Walter's Picture Book

Walter Baets

99 Things to Learn in
Business Schools

99

Walter's Note Book

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Context

This coffee table book has been made for the 50th anniversary of the Graduate School of Business of the University of Cape Town, to be used as a business gift. It are two books in one, and they are read in opposite directions. In that respect it is a unique book, nevertheless having two ISBN numbers. Each side has its own cover and title and can be read completely independent from the other one. But they make much more sense together. The book was made possible by the Allan Gray Center for Values Based Leadership.

99 things to learn in Business School

This book offers the reader 99 important, sometimes annoying questions that matter in business. It are the questions that are often not dealt with in Business Schools, but that illustrate the profound challenges of companies and managers today. They relate to impact, values, human dimensions of management, sustainability; issues that could change the face of business for the better. These lessons are brought in two formats. The first is a theatric of a hyena and a giraffe, around the assumptions of our business thinking. In the margin of that theatric, questions are 'written'. The rest of the book are just straight forward questions, lessons learned, and the reader is invited to answer them.

Values in action

The second book (the opposite direction for the reader) is a series of 99 pictures, each illustrating a value in action. Often, we discuss values as if they were theoretical concepts, ideas, wishful things to do. But we see them everywhere, and they play a role in almost all our decisions. These pictures illustrate that aspect of values: they are not theoretical, or wishful, but anchored in everyday life. The pictures in this book solicit the viewer to become more aware of values in everyday life.





Can you reflect on the role of the consumer for you and for the economy?

towards one another. We take whatever we can get, more than we really need without thinking about the smaller animals that can't reach. Humans are the same. Take and take with no thought of the consequences.

Hyena: What's wrong with that? It's survival of the fittest.

Giraffe: Well, of course you would say that. Your ontology as a hyena is exactly that. You sneak up and steal Lion's food when he's not looking.

Hyena: Because I can get away with it.

Giraffe: But you take more than you need and more than you can eat.

Hyena: Like I said. I can get away with it.

Giraffe: Well it's not right and not sustainable. We should all be accountable to everyone else. It's not that hard to do and in the end everyone will benefit.

What are your five non-negotiable values?

Is it? What is the purpose of your company?

What value do you, does your company, add to society? If you go bankrupt tomorrow, what would society miss? And if it will miss nothing, why then do you exist?





Wanderer, your footprints are the path, and
nothing more;
Wanderer, there is no path, it is created as you walk.
By walking, you make the path before you,
and when you look behind
you see the path which after you
will not be trod again.
Wanderer, there is no path,
but the ripples on the waters

- Antonio Machado









MISSION STATEMENT FOR KAZURI Swahili for "Small and Beautiful"

The mission of Kazuri is to provide and sustain employment opportunities for disadvantaged members of Kenyan society.

In order to achieve this we must produce top quality Hand-made and Hand-painted Ceramic Jewellery and Pottery. This will ensure that we are well equipped to compete in both the international and local market place.

The Kazuri workshop in Karen employs over 340 women, mostly single mothers.

It is equipped with a Clinic, providing free medical care for the employees and their immediate family. Kazuri also absorbs 80% of the medical bills outside the Factory Clinic.

In the developing world of today's Africa, the greatest contribution we can make is to create employment, especially for the disadvantaged and this remains our guiding philosophy. The result is reflected in the strength of the Kazuri Family and the beauty of our products.

Mark and Regina Newman
Nairobi, Kenya
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Walter Baets
walter.baets@gmail.com
+31642714413

Thanks to my experience and background, I could also write an accompanying magazine article, or make a book on request.