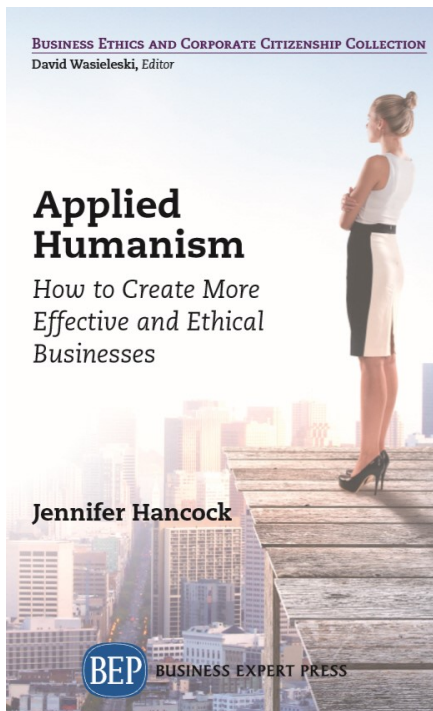


Teachers Guide

Applied Humanism: How to Create More Effective and Ethical Businesses

About the Book:



Applied Humanism: How to Create More Effective and Ethical Businesses

You can't understand humanistic business management unless you understand what humanism is. This book provides a short introduction to the philosophy of humanism and discusses how and why it is being applied to business and why it is so effective when you do so. Humanism helps us prioritize human value as important. It supports positive interpersonal relationships and collaborative and respectful decision-making. Since all businesses are in the business of solving problems, good problem solving is essential to good business.

Humanism has already transformed many other disciplines including psychology, medicine, nursing, and more. Additionally, humanism is foundational to the practice of human resources, without which businesses cannot operate. It is important for business managers to understand the philosophy fully so they can understand how to not only manage people more effectively, but how to operate their businesses in a way that helps the communities in which they operate. This book will provide the primer they need to create more effective and ethical businesses.

<https://www.businessexpertpress.com/books/applied-humanism-how-to-create-more-effective-and-ethical-businesses/>

Reviews:

“I just finished reading, Applied Humanism. I loved its clarity and straightforwardness. In many ways the writing is deceptively simple: the concepts and their applications are universal in appeal yet subtle in their implications for living and working in today’s world.” - DR. C. LAZLO, PROFESSOR OF ORGANIZATIONAL BEHAVIOR, WEATHERHEAD SCHOOL OF MANAGEMENT, CASE WESTERN RESERVE UNIVERSITY, CLEVELAND, OHIO

“Just bought the book and started reading it. I can see how your writing is easily understood by people of many ages and educational levels. The book is very clear and not full of academic rhetoric.” - DR. M, SHOEMAKER – PAST PRESIDENT, PRECISION HUMAN DEVELOPMENT

“It is very well written and exceptionally informative – thank you!!! Nice contribution!” - J. WEBER, DUSQUESNE UNIVERSITY

“Thanks for your great book. It is dog-eared and much loved. I appreciated how accessible it is and wanted you to know how much it has meant to me.” - T. COUTO – DIRECTOR- SAVAGE-MCGILL CENTER FOR REFLECTIVE LEADERSHIP

Big Ideas Discussed in Applied Humanism

Big Idea #1

Ethical Philosophy Matters Because Humans Matter

To be an effective ethical leader requires a variety of different interrelated skills. But learning the skills isn't enough. How you apply those skills and to what purpose matters to. When we are in a leadership position, we have a responsibility to do and be good, not just for ourselves, but for our team as well. Humanistic management or leadership is a philosophic approach that is at once: compassionate, ethical, reasonable, and strategic.

In the world of business, one of the reasons why we conduct business is always going to be - to make money. There is nothing wrong with making money. Humanists, though, ask a follow up question. Why make money? What are we going to do with that money? How are we going to use it to help ourselves and help others (including our employees who helped us make this money!).

But it's not just about what we want to do with the money we make. Businesses also exist to solve problems. Which problems do we want to solve with our business and why? Who is impacted by our business? How can we use our business to make the world a better place for ourselves and others? The core of the Humanist philosophy is this: Humans matter. The humans we are helping through our business matter and the people we employ to help our customers matter too.

Big Idea #2

Integrating Ethics into Decision Making Creates More Effective Solutions

Thinks about this question: What is a good decision? Or a good solution? Without defining what "good" means in the particular situation you are in, you cannot answer that question.

All good decision making requires the active application of ethics to decide between options. There is ALWAYS some metric being used to define good. Whether we are talking about a good hire, or a good customer or a good solution. If we don't actively and explicitly discuss what we mean by good, we a) have trouble creating consensus and b) often end up with bad results because we used bad ethics without questioning them.

Whenever I am on a team having a disagreement, my first effort is to ask questions. What is a good outcome? Or an ideal outcome? And most importantly - why. For instance, imagine you work at a cell phone tower company. What constitutes a good tower? A good tower to the marketing team is a tower they can market. A good tower to the maintenance team is a tower that doesn't require a lot of maintenance. A good tower to the financial team is a tower that brings in more cash flow than debt. Until you talk about the differences in how the groups were defining good, you will not be able to create consensus on this question.

Once you start discussing what good means, you can start bringing in the more moral aspects of ethics. Do this help or hurt the community? Does it help or hurt people in general? What about the climate? These are all valid ethical considerations that should be integrated into decision making, both on a personal and a professional level. So, stop worrying about whether you can discuss ethics in the workplace. You are already. Don't be shy about bringing in moral metrics in addition to the business cases for what is good. Doing so will elevate the discussion. Engage people in the problem-solving effort and make it more collaborative.

Solving Problems Humanistically Leads to Better Outcomes for Everyone

The challenge all managers and leaders have is how to get other people engaged in the work you need them to do. One way is to order them and threaten them. Do the work or else! This may gain compliance but it's not actually a good management technique and worse, it leads to really bad problem solving.

A better way is to lead is to understand, you are in the business of solving problems and that the problems you are solving are worth solving. Do your employees even know what the problems are that you hired them to solve? Or did you just hire them and ask them to do a job but not explain to them why this job needs to be done?

If you want engaged excited self-motivated employees who work hard to solve problems creatively and effectively, start with making sure they understand that you are in the business of solving problems. Explain the problem you are solving. Explain the solution you have and why it not only helps solve the problem but also fixes several other problems as well. If you don't already have a good solution, have your employees collaborate on creating one. What you will end up with is employees who are motivated and who understand WHY they are doing the work they are doing. Will all your employees be engaged? Of course not. That's not a realistic goal. But more will be engaged by this approach than a – just do your job approach. Engage your employees in problem solving!

Discussion Questions

Discussion questions are important for individuals and groups to explore your big ideas in a focused way. If you are leading a discussion group to explore the big ideas listed above, here are five questions you can ask the group as part of leading an insightful and practical conversation.

Question #1:	Why are we in business?
Question #2:	Does what we do help or hurt the communities in which we operate?
Question #3:	What ethical values should we consider when conducting our business? Why?
Question #4:	Is there a better way to solve our problems?
Question #5:	How engaged in collaborative problem solving are our employees?

Videos from Jennifer Hancock For Additional Learning

A Humanistic Approach to Being Professional	https://youtu.be/TD3_Jo_hSBI
Applied Humanism	https://youtu.be/4vzWL2k-ez0
Solving the World's Problems Humanistically	https://youtu.be/YWx-uinUCUE

Other videos from Ms. Hancock at: <https://www.youtube.com/channel/UCn143e8On1tq6pMrULRb9vw>

Assessment Questions

A brief assessment can help people quickly understand their strengths, weaknesses, gaps, and opportunities. Based on the book and the big ideas, here are some questions you might use in an assessment.

You can ask them if they agree or disagree with the following statements or ask them to write a more detailed response.

Each assessment question is tied to a big idea from the book. Feel free to modify these questions to apply them to specific case studies you may be using in your course.

Ethical Consideration	Our business has a mission statement that drives everything we do.
Ethical Consideration	We understand why what we do matters.
Ethical Consideration	We are an ethical company that makes the world a better place.
Ethical Consideration	We value all our stakeholders and not just the financial ones.
Decision Making	We refer to our values statement when making decisions.
Decision Making	We discuss what a good outcome is and what we mean by good when making decisions.
Decision Making	I feel comfortable the moral dimensions of our work with my colleagues.
Problem Solving	We are solving the right problems.
Problem Solving	We include people with diverse viewpoints and experiences in problem solving discussions.
Problem Solving	Our employees know what problems we are solving and how and why we are solving them the way we do.



Author Information:

Jennifer Hancock

Jennifer Hancock is the author of several bestselling and award-winning books and is the founder of Humanist Learning Systems. Not only was she raised as a Humanist, she is considered one of the top speakers and writers in the world of Humanism today. Her professional background is varied including leadership positions in both the for profit and non-profit sectors.

Ms. Hancock has a BA in Liberal Studies from the University of Hawaii at Manoa (1990). While in college, she apprenticed as a dolphin trainer for a dolphin language/cognition laboratory which is where she learned the behavioral modification techniques she now teaches. Her work focuses on the teaching of Humanism – a combination of Love, Rationality, Science & Responsibility. Her programs will help you simplify your life by reducing complexity of the problems you face, which will in turn – help you reduce your anxiety. Finally- because this is all science based – it will work.

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