

## **Foreword for *Building a Character Culture***

It is not surprising how preoccupied corporations and businesses are with profits, goals, objectives, and all of the other important challenges that will measure and impact their success. These preoccupations are natural, given that there is so much pressure to succeed in the business world.

Yet, businesses and their managers sometimes overlook the importance of how they do business: values and character-building practices often take a back seat. This oversight has serious negative consequences, both for the organization which may never achieve its potential, and for its employees whose contributions and abilities may not be fully realized. Appreciating what good character practices can contribute to the growth and performance of a business represents a new way of doing business.

Kathleen Redmond's penetrating and thoughtful insights present how a value and character-centred organization will accomplish even greater achievements. Kathleen is a modern thinker who uses practical examples and straightforward strategies to demonstrate how to implement a character-informed business headed for success.

When you realize how fundamental and powerful a character culture business can be, you will wonder why you did not start a program like this before.

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