

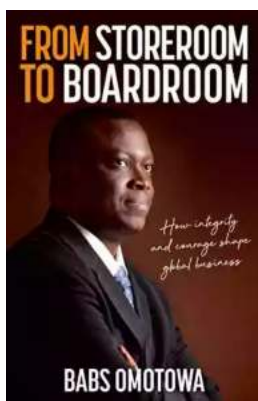
How Integrity And Courage Shape Global Business: The Key to Success

When it comes to global business, integrity and courage are two essential qualities that can shape the success of any company. In today's cutthroat business landscape, where competition is fierce and boundaries are no longer defined by geographical borders, it is crucial for businesses to uphold these values in order to thrive and make a positive impact in the world.

The Power of Integrity

Integrity is the cornerstone of any reputable business. It encompasses honesty, trustworthiness, and adherence to strong ethical principles. When a company operates with integrity, it builds a solid foundation of credibility and gains the trust and loyalty of its customers, employees, and partners.

Integrity is not just about doing the right thing when someone is watching; it is about consistently doing the right thing, even when no one is looking. It means being transparent in business dealings, fulfilling promises, and taking responsibility for any mistakes or shortcomings. Such unwavering integrity fosters a culture of accountability and builds strong relationships based on mutual respect and transparency.



From Storeroom to Boardroom: How integrity and courage shape global business

by Babs Omotowa (Kindle Edition)

★★★★☆ 4.9 out of 5

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In the global business arena, where different cultural norms and regulations exist, it is essential for companies to consciously integrate integrity into their operations. By upholding strong ethical values, businesses can establish themselves as trusted partners in various markets and create a positive impact on society.

Courageous Decision-making

Courage is another crucial trait that shapes the success of global businesses. In the face of complex challenges and high risks, it takes courage to make bold decisions that can propel a company forward.

Global business environments are filled with uncertainty and ambiguity. Adaptability and the ability to embrace change are critical for growth and long-term success. However, without the courage to take calculated risks, companies may find themselves stagnant, unable to compete with more innovative and agile competitors.

Courageous decision-making involves taking the initiative to explore new markets, invest in research and development, and embrace disruptive technologies. It requires leaders to challenge the status quo and think outside the box to seize opportunities that others may overlook.

Moreover, courage is also displayed in ethical dilemmas that businesses may face. Standing up against corruption, unfair practices, or unethical behavior in the

global business landscape requires courage and integrity. Taking a principled stand may come with risks, but it also offers the opportunity to be a catalyst for positive change.

The Ripple Effect

Integrity and courage are not only vital for individual businesses but also for the global economy as a whole. When companies demonstrate integrity and courage, they set an example for others to follow. This ripple effect leads to a more ethical and sustainable business ecosystem.

In today's interconnected world, businesses cannot operate in isolation. They rely on a complex network of suppliers, partners, and customers. When integrity and courage are upheld throughout this network, it fosters a positive environment for collaboration and innovation.

Companies that prioritize integrity and courage in their business practices contribute to the creation of a fair and inclusive global marketplace. By treating employees with respect and embracing diversity, they nurture a culture of empowerment and foster creativity. This, in turn, attracts top talent and increases productivity, driving overall economic growth.

The Future of Global Business

As technology continues to shape the future of global business, it becomes even more critical for companies to embrace integrity and courage. The digital landscape brings new opportunities and challenges, such as cybersecurity threats, data privacy concerns, and the rise of AI-driven automation.

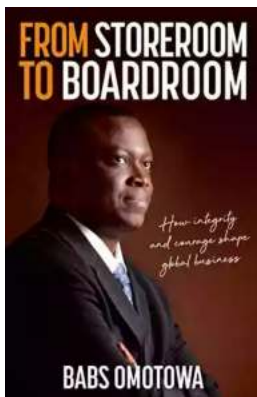
Moreover, customers and stakeholders are increasingly demanding corporate responsibility and sustainability. In response, businesses need to demonstrate

integrity by aligning their operations with the United Nations Sustainable Development Goals, implementing sustainable practices, and reducing their environmental footprint.

It takes courage to adapt and transform amidst these changes. Companies must be willing to invest in cutting-edge technologies, upskill their workforce, and explore new business models to stay competitive in a rapidly evolving global market.

Integrity and courage are not just buzzwords; they are essential for the success of global businesses. Companies that uphold strong ethical values and have the courage to make bold decisions are well-positioned to thrive in the global marketplace. By setting the standard for integrity and courage, these businesses create a positive ripple effect that shapes the future of global business.

As the world becomes increasingly interconnected, it is crucial for businesses to embrace integrity and courage as core values. By doing so, they contribute to the development of an ethical business ecosystem and inspire others to follow suit. The future belongs to those who have the integrity to do what is right and the courage to take risks and adapt in an ever-changing world.



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BUSINESS BOOK AWARDS 2022 SHORTLISTED TITLE

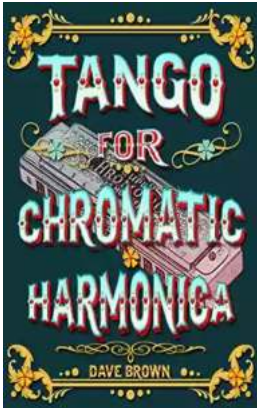
What does it really take to succeed in business in the developing world? One man's remarkable journey from a rural Nigerian village to a top job in a global corporation reveals the challenges, the opportunities and the issues we must all face up to if we're to create positive organizational and societal impact, equality and equity in global business.

Babs Omotowa has spent his life rejecting the status quo. His own career disproves the unthinking perception that Africans underperform in global businesses, and his insistence that bigger societal issues such as community development, corruption, transparency and pollution belong on the corporate agenda alongside market and production target has revolutionized big business's approach to the developing world.

From government agency blockades due to his refusal to pay an illegal levy, to the fallout from his resistance to paying \$2bn to fund elections, to bringing transparency to oil spills and revenues to government, to creating strategic master-planning for community development and to taking tough stance to address corruption issues, his story exposes the challenges of big businesses in developing countries and reveals a better way for multinational companies to navigate these challenges: with integrity and courage.

Babatunde (Babs) Jolayemi Omotowa worked for 26 years with Shell in Nigeria and Europe. Starting work in a storeroom, he rose to become CEO of Nigeria LNG Ltd, with Shell shareholding, and subsequently Vice-President across 40 countries. A former Global President of the UK Chartered Institute of Procurement and Supply, he has spoken at the World Economic Summit, Universities such as Harvard and MIT, and at many global conferences. He now works with multi-

national companies and not-for-profit organizations to help them work more effectively in partnership with the developing world, recognizing the bigger issues involved and finding routes to success that are good not just for business but at a global and local level.



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