

Karma Named 2011 Ethics in Business Winner

We are humbled beyond words to have been named the 2011 recipient of the Ethics in Business Award sponsored by American Foundation of Counseling Services.

It's a distinct honor that actually means more to us than the Best of Shows, National ADDYs, International Web Awards, and all of the other awards we have been fortunate to receive over the years. While we appreciate the creative accolades, those awards focus on our talent. But this ethics award is about character.

And strong character, we believe, trumps all else. Regardless of the business or industry you work in, the accomplishments and financial successes are merely consequences. They are self-serving, not other-serving. They may puff out your own chest a little, but they bring no real value to the world.

The attributes of character – integrity, servitude, generosity, kindness, humility, humor (yes, we consider humor to be a component of character) – touch the lives of others. They are bedrocks of humanity that ripple forth from one's self and strengthen the foundation of any society.

We work in an industry that is often maligned, sometimes justifiably, for being a crucible of iniquity, a hotbed of liars and charlatans. It conjures images of snake oil salesmen who would sell their own mother's soul for an extra olive in their martinis. And we admit to having lost occasional account reviews to some of these folks. But like every other industry, the majority of men and women who work in ours are decent, warm-hearted people who want to do good, meaningful work.

We hope that this ethics award stands alongside our National ADDYs as evidence that good guys really do finish first, that you can achieve the highest benchmarks of success in any industry without having to compromise your ethics and your character.