ETHICS CAPSULE 1

What Ethics Variable Is Most Important in Doing Business?

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Who Is This Approaching?

Three professors from Harvard Business School, Amy Cuddy, Susan Fiske, and Peter Glick, recently revealed in a new book, *Presence*, that the most important variable in doing business with someone you do not know is trustworthiness. The authors say that within seconds of meeting someone, people determine first and foremost the extent that the person is trustworthy. They say that variable is far more important than competence, intelligence, looks, strength, height, and numerous other variables.

Professor Cuddy explains, "From an evolutionary perspective, it was more crucial to our survival that we know quickly whether a person(s) deserves our trust." In other words, for nearly a million years of man's evolution, when people first met other people, they assessed within seconds whether the new person(s) was trustworthy, meaning is this person going to steal from us or try to kill us. Trustworthiness, these authors report, was always assessed before competence (i.e., can this person start a fire or catch a fish). Cuddy says competence is evaluated today only after trust is established because physically and psychologically, man today is the result of various traits being promoted and others extinguished over the millennia, and trustworthiness is number one according to these researchers.

Curry, Fiske, and Glick go on to say that focusing too much today on displaying your strengths or that you are smart, whether in a job interview or in seeking to do business with someone, can backfire. Cuddy says, "A warm, trustworthy person who is also strong elicits admiration, but only after you've established trust does your strength become a gift, rather than a threat."

Based on Jenna Goudreau, A Harvard psychologist says people judge you based on 2 criteria when they first meet you, http://www.aol.com/article/2016/01/16/a-harvard-psychologist-says-people-judge-you-based-on-2-criteria/21298315/?cps=gravity_4816_5749740174701162847