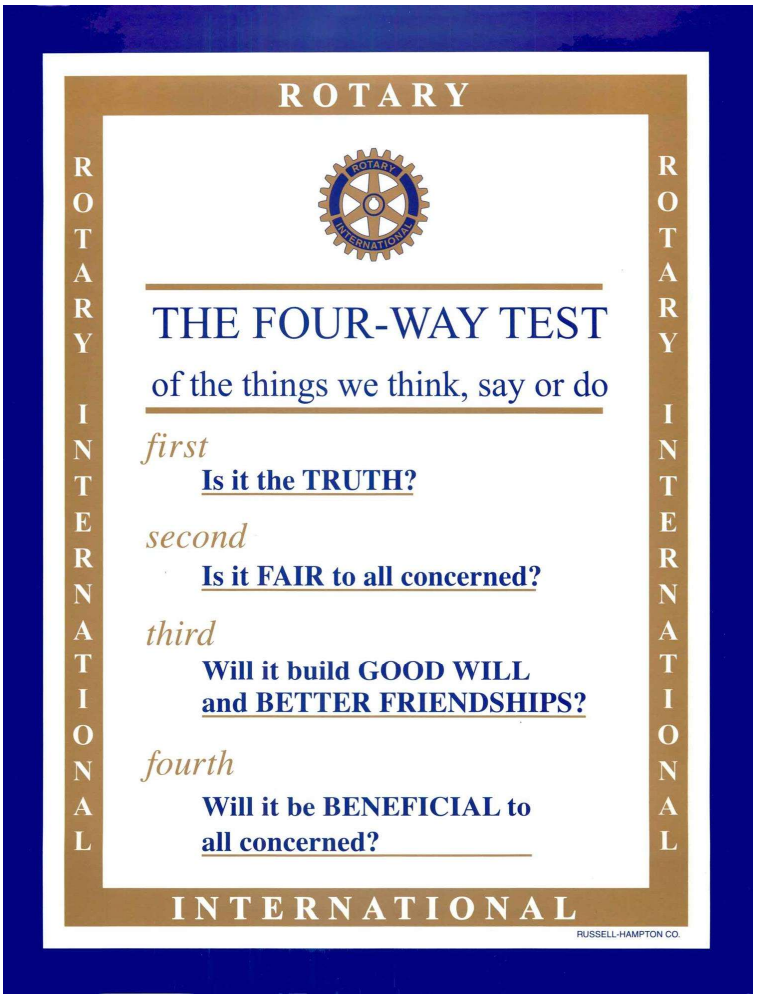
The Four-Way Test



One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy.

The simple philosophy behind his 24-word test which guided employees in interactions with dealers, customers and colleagues is credited with the survival of the company.

Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways to help all individuals in decision making