

## Editorial

Although governance and business ethics are not new topics, the recent global financial crisis has exacerbated public concern about the ethical aspects of business. The importance of business leaders engaging in a constant moral reflection came to the surface in a devastating way. One of the positive effects of the financial catastrophe is the increasing number of organizations that have stopped considering ethical guidelines as a nice to have or as a means of branding, and have started to regard it as a fundamental component of both their strategy and operations – without giving up the purpose of the organisation, i.e. creating value. Furthermore, ethical business is no longer the exclusive domain of a small group of philanthropic entrepreneurs. All over the globe, business leaders are starting to ask questions about the moral challenges and stakes of their enterprise (from small-sized companies to multinational corporations). Nevertheless, many of them very often have no clear ideas about how to unravel these complex questions, let alone solve them.

Best practices show that ethical 'success' is not so much a question of knowing the right theories or models but largely depends on vision, conviction



and leadership. These elements are hard to teach and can only be developed through dialogue and sharing experiences. Undoubtedly, a large number of interesting and (quite) practical tools are already available for embedding corporate values into the DNA of the organisation. However, most of these tools will have limited to no impact at all if the decision-makers within an organisation fail to reflect on their moral challenges and the ways they seek to meet them. The Governance Mentor aims to be a forum where business leaders can draw inspiration from each other's visions and experiences. This quarterly magazine provides an opportunity for senior professionals to share their ideas and discuss topics at the interface between 'business', 'people', 'governance', and 'ethics'. Rather than featuring generic corporate presentations, the magazine will present authentic and in-depth testimonials from business leaders

who have truly chosen to accept their moral responsibilities, not in spite of, but through their economic endeavours. These business perspectives will be complemented by academic theories, translated into comprehensible and relevant frameworks. This approach will help decision-makers to develop the capacity to identify moral stakes, to respond in an informed and consistent way, and, above all, to foster the ethical behaviour of all the people in their organisations. Because, at the end of the day, the outcome of good governance has to be good actions.

We are convinced that The Governance Mentor will soon be regarded as a key resource for every decision-maker within an organisation. No tips and tricks for consultants, but executive education through executive inspiration, that is the true role of the 'mentor'.

Serge Hubert,

Editor-in-chief