

扶輪領導人訓練叢書之四十四



ROTARY INTERNATIONAL®

介紹職業服務

An Introduction to Vocational Service

主編：國際扶輪 10B 地帶扶輪基金前受獎人協調人 邵偉靈前總監 RFAC Dens (2008~11)

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社員在扶輪裡是根據社員之職業，每一扶輪社努力於其社區之事業及專業世界開創一個小天地。這項不凡的特徵提供扶輪的四大服務途徑之第二大服務途徑—職業服務的歷史性承諾之來源。透過職業服務，扶輪社員被期待在他們商業往來中要遵循與促進高的道德標準，並表揚所有有用工作的價值，和貢獻其專業之專門知識及技術以致力於解決社會的問題及需求。Membership in Rotary is based on a member's vocation, with each club striving to create a microcosm of its community's business and professional world. This unique feature provides the source for Rotary's historic commitment to vocational service, the second of Rotary's four Avenues of Service. Through vocational service, Rotarians are expected to adhere to and promote high ethical standards in all their business dealings, recognize the worthiness of all useful occupations, and contribute their professional expertise and skills to addressing societal problems and needs.

扶輪社及其社員分擔促進職業服務之責任。每一扶輪社應研擬計劃以使其社員應用他們事業及專業之技巧。社員被期待奉獻於該計劃且於其各自之商業往來中依循扶輪之原則來執行。The club and its members share responsibility for promoting vocational service. Each club should develop projects that allow members to use their business and professional skills. Members are expected to contribute to these projects and to conduct their own business dealings in accordance with Rotary principles.

歷史上，扶輪社員在促進高道德標準的施行業已成為職業服務之承諾上的一部。由扶輪社員發展出兩種工具—四大考驗和在事業及專業領域扶輪社員之宣言。它提供了一份地圖以便在工作崗位及其他生活之領域作為道德行為之準則。

Historically, Rotarians have promoted the practice of high ethical standards as part of their commitment to vocational service. Two tools developed by Rotarians — The Four-Way Test and the Declaration of Rotarians in Businesses and Professions — provide a road map for practicing ethical behavior in the workplace and other areas of life.

四大考驗

The Four-Way Test

四大考驗原先是美國伊利諾州芝加哥扶輪社社員兼 1954-55 年度國際扶輪社長賀伯·泰勒 (Herbert J. Taylor) 於 1932 年的構想。他當時被任命為一家瀕臨破產的公司去擔任救援的任務，泰勒研擬了四大考驗來處理有關所有商務依循之道德準則。之後於 1934 年由國際扶輪所採用，如今四大考驗仍然是一項為扶輪社員道德行為之重要的標準。該四大考驗已經翻譯成數十種語言並且由社員在全球推廣。

The Four-Way Test was conceived in 1932 by Herbert J. Taylor, a member of the Rotary Club of Chicago who served as the 1954-55 president of Rotary International. Having been assigned the task of saving a company from bankruptcy, Taylor developed the test as an ethical guide to follow in all business matters. The company's survival was credited to this simple philosophy. Adopted by Rotary International in 1934, The Four-Way Test remains an essential standard against which Rotarians measure ethical behavior. The test has been translated into dozens of languages and promoted by Rotarians worldwide.

四大考驗

我們所想、所說、所做的事應事先捫心自問：

- 一、一切是否**真實**？
- 二、是否各方得到**公平**？
- 三、是否促進**親善友誼**？
- 四、能否兼顧彼此**利益**？

The 4-Way Test

Of the things we think, say, or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

扶輪社員之事業及專業宣言

Declaration of Rotarians in Businesses and Professions

此宣言於 1989 年立法會議上通過，作為更清楚定義扶輪宗旨中所要求的崇高職業道德標準的方法。此宣言為職業道德行為提供了一個架構，適合所有扶輪社員拿來與四大考驗搭配使用，作為社員評量其事業與專業活動的標準。

This declaration was adopted by the 1989 Council on Legislation as a means of more clearly defining the high ethical standards called for in the Object of Rotary. It provides a framework for ethical behavior that all Rotarians can use, together with The Four-Way Test, in their business and professional activities.

扶輪社員之事業及專業宣言

身為扶輪社員，在從事事業及專業上，我將：

1. 視個人之職業為另一個服務的機會；
2. 遵守個人職業道德及國家的法律，在形式上及精神上遵守社會上的道德標準；
3. 盡己所能光大個人的職業，並在個人的工作崗位上推廣最高的道德標準；
4. 以公平的態度對待雇主、雇員、同事、競爭者、顧客大眾人以及所有事業上或專業上有來往的人；
5. 尊敬所有有益於社會之職業；
6. 貢獻個人的職業專長：提供青年人機會，幫助其他人解決特殊需求，增進個人所在社區的生活品質；
7. 在廣告及對大眾做有關個人事業或專業的介紹時，遵守誠信原則；
8. 不向社友要求一些一般人在事業或專業上不能獲得的特權或利益，反之亦不提供給社友。

Declaration of Rotarians in Businesses and Professions

As a Rotarian engaged in a business or profession, I am expected to:

1. Consider my vocation to be another opportunity to serve;
2. Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;
3. Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
4. Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;
5. Recognize the honor and respect due to all occupations which are useful to society;
6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;
7. Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;
8. Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

在工作場所提昇高道德標準

Advancing high ethical standards in the workplace

扶輪社員可以利用職場來宣揚扶輪的崇高職業道德標準，藉此在雇員，同事和社區大眾間建立高尚人格。各種與工作相關的互動方式，都是鼓勵高尚情操行為的機會。以下有幾樣特定的方法於其每天工作生活中，使扶輪社員能整合道德原則。

Rotarians can use their standing as business leaders and respected members of all professions to promote and advance high ethical standards by setting a positive example among employees, associates, and the community in general. All types of work-related interaction offer an opportunity to encourage ethical behavior. Here are a few specific ways that Rotarians can integrate ethics into their daily work life:

- 在雇用、訓練和檢討過程中融入對誠信、責任、公平和尊敬的討論與重視。
In hiring, training, and review procedures, include discussion and emphasis of honesty, accountability, fairness, and respect.
- 在內部溝通時，讚許並鼓勵工作上和工作外的模範行為。
In internal communications, praise and encourage exemplary behavior both on and off the job.
- 在與顧客、賣方和事業夥伴的關係上，溝通並示範對高尚人格與職業道德的肯定。
In relations with customers, vendors, and business associates, communicate and demonstrate your personal commitment to high ethical standards.

在工作場所確保道德行為的三要件

Three keys to ensuring ethical behavior in the workplace

在 2009 年富比士雜誌有篇文章關於領導方面之建議有道德的商業行為端賴三要件：在說話時要誠實、堅持合宜的行為和拒絕容許那些灰色地帶。

A 2009 article in Forbes magazine on leadership suggests that ethical business practices depend on three things: honesty in use of language, insistence on proper behavior, and a refusal to allow for gray areas.

1. **使用誠實的語言。**“一位領導人能夠告知他（她）的機構最重要的一件事情就是使用誠實及正確的語言。暴露不道德之後果，可能隱藏委婉之辭如”策略的商業習慣“及”有競爭性的利益“。使用你語言之力量作出一項清楚的道德立場之聲明。

Use honest language. “One of the most important things a leader can impart to his or her organization is an honest and explicit use of language.” Expose the unethical consequences that may be concealed in such euphemisms as “strategic business practices” and “competitive advantage.” Use your power of language to make a clear statement of your ethical position.

2. **堅持適當的行為。**“是的，價值決定行為。但價值也可能由行為來決定。”“在你的員工的表現的期望來協助他們發展用道德的行動來樹立一項標準的元素及加強他們個人之誠信。

Insist on proper behavior. “Behavior results from values, yes. But values can result from behavior too.” Make ethical practices a standard component of your employees’ performance expectations to help them develop and strengthen their personal integrity.

3. **拒絕容許灰色地帶。**“當道德絕對主義聽起來像一個古代的及嚴肅的概念，但它確是真正需要建立一項清晰，強烈不能動搖的聲音以便作對事情”。

Refuse to allow for gray areas. “While moral absolutism may sound like an archaic and austere concept, . . . it’s exactly what is needed to establish a clear, strong, unwavering voice for doing the right thing.”

Mendhro, Umamah, and Abhinav Sinha. 2009. Three keys to staying ethical in the age of Madoff. Forbes, 6 February. www.forbes.com/2009/02/06/ethics-corruption-india-leadership-corruption09_0209_mendhro.html

職業服務與職業分類 Vocational Service and Classification

職業分類的原則—指導方針。由此方針幾乎所有扶輪社員之分類已確定。確保每一扶輪社社員代表其社區事業及專業人員一個階層之剖面。職業分類及職業服務是密切相關。誠如同社員在扶輪裡代表著他們的職業，因此在他們的職業裡則他們代表著扶輪。

The classification principle — the guideline by which nearly all Rotary membership is determined — ensures that each club's membership represents a cross-section of its community's business and professional population. Classification and vocational service go hand in hand. Just as a Rotarians represent their vocation in Rotary, so too do they represent Rotary in their vocations.

職業分類之話題，在你扶輪社是促進職業認知之很好的方法。這些簡報可以給予社員們有機會可以了解非他們職業領域之其他職業之內情，包含不同問題的發生及用來解決問題之方案。職業分類的話題，也可以用於著手於扶輪社計劃之切入點，它可以幫助年青人及失業的人以開發有銷路的技巧。

Classification talks are a great way to promote vocational awareness in your club. These presentations give members the chance to learn the inner workings of jobs other than their own, including the various problems that arise and the solutions used to address them. Classification talks may also serve as a starting point for initiating club projects that help young people and the unemployed develop marketable skills.

成立參訪隊以參訪社員之工作場所，是另一項方式以認知每一社員職業之價值。扶輪之個名稱原先乃起源於輪流參訪社員之商務場所之手段，傳統上保有一項優良的方法為扶輪社員與其扶輪社員分享其職業之內涵。那些覺得在公關場合拙於言詞的社員而言，可能比請他發表一項職業話題更好的方法，就是從事於其工作場所之參訪。

Organizing tours of members' workplaces is another way to recognize the value of each member's vocation. The name Rotary originated with the practice of rotating meeting sites among members' places of business, and that tradition remains an excellent way for Rotarians to share their vocations with their club. Those members who find public speaking difficult might prefer to conduct a workplace tour rather than give a classification talk.

如果工作場所的規模及你扶輪社之場合允許時，可以規劃一項在扶輪社員工作的地方開非經常性的會議。考慮邀請年青人也參加。給予有關不同職業的第一手知識或許可以協助他們可以作較成熟的職業之選擇，你同時可以用這種機會引介未來之準社員加入你們扶輪社。

If the size of the workplace and the size of your club permit, schedule an occasional meeting in a member's place of employment. Consider inviting young people to participate as well. Getting firsthand knowledge about various occupations may help them make sound career choices. You can also use this opportunity to introduce future prospective members to your club.

職業服務計劃的機會

Vocational Service Project Opportunities

個別的扶輪社員及扶輪社可以支援國際扶輪策略性計劃。同時，可以強調扶輪獨特的職業服務承諾。用以下所建議之計劃概念來承擔任務：

Individual Rotarians and Rotary clubs can support the RI Strategic Plan and emphasize Rotary's unique vocational service commitment by undertaking any of the following recommended project ideas.

宣導扶輪對高道德標準的承諾

Promote Rotary's commitment to high ethical standards

- 在你社區將四大考驗張貼於顯著的公佈欄
Post The Four-Way Test on a prominent billboard in your community.
- 展示四大考驗及／或扶輪社員之事業及專業宣言於你的辦公室或工作場所。並用它於交談之開場白。用以告訴你的同事有關扶輪對商業道德及個人誠信之承諾。
Display The Four-Way Test and/or the Declaration of Rotarians in Businesses and Professions in your office or work space and use it as a conversation starter to tell your colleagues about Rotary's commitment to business ethics and personal integrity.
- 在工作崗位、社區及家庭，確保“說到作到”展示個人對高道德標準之承諾。
“Walk the talk” by ensuring that your actions in the workplace, community, and family demonstrate a personal commitment to high ethical standards.
- 贊助一項散文比賽，讓參賽者敘述他們如何運用四大考驗於其生活中。
Sponsor an essay contest in which participants describe how they can apply The Four-Way Test to their lives.
- 贊助一個“文字之識字”計劃。提供年青兒童以整合有關道德方面之教材於兒童閱讀活動。
欲知詳情可與國際扶輪社識字資源部 www.rotary.org/literacy 聯絡
Sponsor a “character literacy” project for young children that integrates lessons about ethics with children's reading activities. For additional information, contact the RI Literacy Resource Group at www.rotary.org/literacy.
- 主導一場別強調道德的扶輪青年領袖營(RYLA)。
Conduct a RYLA event with special emphasis on ethics.
- 召開討論會或小組座談會研討如何在工作場所維持高道德標準。同時，可以考慮邀請當地非扶輪社員之商場上領導人士來參加。以下有些建議的討論議題，你可以用來作為一種有生產力會談的開始。
Organize a discussion or group workshop on maintaining high ethical standards in the workplace and consider inviting local non-Rotarian business leaders to attend. Following are some recommended discussion questions you can use to get a productive conversation started.

有關道德之小組座談會的討論議題

Discussion questions for workshops on ethics

- 在你的專業領域或扶輪社從事有道德之決策有何好處？
What are the benefits of making ethical decisions in your profession? In your Rotary club?
- 一個人如何用道德標的行為來激勵他人？
How can one person encourage ethical behavior in others?
- 扶輪之高道德標準如何影響社區？
How can Rotary's high ethical standards influence the community?
- 扶輪之高道德標準如何強化我們的公共形象？
How can Rotary's high ethical standards enhance our public image?
- 一個不道德的決定已形成，你要如何去處理？
How do you handle situations in which an unethical decision has been made?

認識並促進所有有用職業之價值

Recognize and promote the value of all useful occupations

- 採用職業分類的話題及社員的職業參訪成為貴扶輪計劃的一種範本（請參閱第五頁）
Make classification talks and tours of members' businesses a standard component of your club's program (see page 5 for further details).
- 加入或成立一個與你職業相關之扶輪聯誼會。扶輪聯誼會是扶輪社員、社員配偶及扶青團員的國際協會，他們共同加入以追求一種分享的娛樂及職業上的興趣。詳情請參閱 www.rotary.org/fellowships.
Join or form a Rotary Fellowship related to your vocation. Rotary Fellowships are international associations of Rotarians, Rotarian spouses, and Rotaractors who join together to pursue a shared recreational or vocational interest. Learn more at www.rotary.org/fellowships.
- 贊助一項職業日 (Career Day) 為扶輪社員攜帶年青朋友到他們工作場所以教育他們有關職業之機會。
Sponsor a career day for Rotarians to bring young people to their places of business to educate them about career opportunities.

支援專業的發展

Support professional development

- 鼓勵社員加入商業及職業同業公會並取得領導人之角色
Encourage club members to join and take leadership roles in business and vocational associations.
- 贊助中小企業家舉辦研討會並邀請社區成員參加
Sponsor a seminar for small business entrepreneurs and invite members of the community to participate.
- 舉辦非正式專業網絡活動使社員可以與其他當地之專業人士會面，以便介紹他們加入扶輪
Hold informal professional networking events where members can meet other local professionals and introduce them to Rotary.
- 成立職業諮詢計劃，專門為失業或半失業之成年人讓他們準備在職場所需要的技巧
Start a career counseling program geared towards equipping unemployed or underemployed adults with the skills they need to compete in the job market.

自願奉獻你的職業

Volunteer your vocation

- 輔導一位年青人，分享你的知識、技巧及價值，去幫忙被你輔導的人，使他（她）的學術或職業的執行成功
Mentor a young person. Share your knowledge, skills, and values to help prepare your mentee to succeed in his or her academic and vocational pursuits.
- 註冊成為扶輪義工並用扶輪的計畫聯線 (ProjectLINK) 之資料庫去找尋一個有需要你專業技巧之計劃
Register as a Rotary Volunteer and use Rotary's ProjectLINK database (www.rotary.org/ProjectLINK) to identify a project in need of your specialized vocational skills.

宣導職業服務 Promoting Vocational Service

利用下列資源及機會來協助你以便在你的扶輪社或地區去宣導職業服務。

Take advantage of the following resources and opportunities that can help you promote vocational service in your club or district.

與你地區職業服務主委聯絡

Contact your district vocational service chair

我們極力鼓勵地區總監指派一位地區職業服務主委在全地區中促進認識並提供社員計劃之支援及指導。參考地區名錄或電子郵件到 vocationalservice@rotary.org 以便取得貴地區主委之聯絡資訊。

District governors are strongly encouraged to appoint a district vocational service chair to promote awareness throughout the district and provide project support and guidance to Rotarians. Refer to your district directory or e-mail vocationalservice@rotary.org to obtain contact information for your district's chair.

觀察職業服務月

Observe Vocational Service Month

十月的職業服務月，是一項拓展重要職業服務計劃之機會，考慮用些在本出版品所提供及建議之概念來作開始導引。

Vocational Service Month in October is an opportunity to initiate significant vocational service projects. Consider using some of the suggested project ideas provided in this publication as a starting point.

請參訪 www.rotary.org 來找尋資源以協助宣導十月為職業服務月，包含一個下載傳單及簡報。

Visit www.rotary.org to find resources to assist you in promoting October as Vocational Service Month, including a downloadable flier and PowerPoint presentation.

報名參加以便收到職業服務之最新資訊

Sign up to receive Vocational Service Update

職業服務最新資訊是一份免費的通訊，由國際扶輪製作，以提供職業服務之訊息及資源。向 www.rotary.org/newsletters 報名加入或電子郵件國際扶輪 vocationalservice@rotary.org

Vocational Service Update is a free newsletter produced by Rotary International that provides vocational service news and resources. Sign up at www.rotary.org/newsletters or e-mail RI at vocationalservice@rotary.org.

贏得國際扶輪職業服務領導獎

Earn the RI Vocational Service Leadership Award

國際扶輪職業服務領導獎。係表彰地區總監於其總監任期內，主持一項論壇以促進、慶祝及拓展地區的職業服務之奉獻。每一扶輪年度有關之提名資料均會提供給地區總監。

The RI Vocational Service Leadership Award recognizes district governors who have conducted a forum to promote, celebrate, and advance the district's dedication to vocational service during the governor's year in office. Nomination materials are provided to district governors each Rotary year.

輔導扶輪社與地區獎

Sponsor club and district awards

我們鼓勵扶輪社及地區去開展其自有之獎項計劃，以表彰其社員及非社員展現其對職業服務原則之傑出之承諾

Clubs and districts are encouraged to develop their own award programs to recognize Rotarians and non-Rotarians for demonstrating outstanding commitment to the principles of vocational service.

在計劃聯線上分享成功的故事

Share success stories on ProjectLINK

計劃連線 (ProjectLINK)是一個在線上的可搜尋的資料庫。上面列明扶輪社及地區服務計劃需要基金、義工、捐贈物品或扶輪基金會獎助金夥伴。它同時，也扮演典範計劃說明之範本，可供其他扶輪社或地區改裝。在完成一項成功的職業服務計劃考慮提出一個典範計劃之說明。使其他的人能因你的範本而受益，使用 www.rotary.org/projectlink 之表格。

ProjectLINK is an online, searchable database that lists Rotary club and district service projects in need of funding, volunteers, donated goods, or Rotary Foundation grant partners. It also features a sampling of model project descriptions that other clubs and districts can adapt. After completing a successful vocational service project, consider submitting a model project description so that others may benefit from your example. Use the form at www.rotary.org/ProjectLINK.



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