

# **Seven Ethical Values of Success the West Owes to the Bible**

**Hans-Joachim Hahn, Professorenforum  
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The **Climate of Protestant (Biblical) Ethics** developed only in one area of the world. This attitude is not only the cultural mark of the middleclass, but also **an engine of economic development.**

**Lord Ralf Dahrendorf, Director of London School of Economics until 1984  
in Cicero 8/2009:  
(Vom Sparkapitalismus zum Pumpkapitalismus)**

Founder of Benedictine Order,  
Benedict of Nursia's Proven  
Recipe of Success :

„Ora et labora“  
(pray and work)!

# Seven Ethical Values

# 1. Work: Diligence and Discipline – and Rest!



# Martin Luther



Gave worth and a spiritual dimension to work:

„Ploughing and washing diapers is of equal service to God as preaching and praying.“

He created the term „vocation“.

# John Calvin

“Diligent work,  
modesty,  
and honesty  
will glorify God“

**(The Three Protestant Virtues)**



# 2. Integrity





# 3. Trust



How to achieve  
reliability in partnerships

*Zhao Xiao* 赵晓, atheist and  
communist party member,  
professor of economics in  
Beijing University of Science  
and Technology, went to  
the US in 2006.

He wanted to find out the  
causes for the economic  
success of the U.S.





As a consequence he wrote an article:  
„Economics with and without church“ – For years  
the most widely-read economic paper in China

[http://www.danwei.org/business/  
churches\\_and\\_the\\_market\\_econom.php](http://www.danwei.org/business/churches_and_the_market_econom.php)

In this paper he asked:

**„Why do Americans not cheat more, when they could earn more money by cheating?“**

And his own answer:

**„Many Americans revere God, who is truthful and hates lie. This does not match with cheating. It has created a **culture of trust**, which is much more effective and profitable.**

**This is the very cause of the economic success of the U.S.“**

# 4. Respect /Caring Love



# How to achieve customer satisfaction

Brian Tracy , top-US sales-trainer,

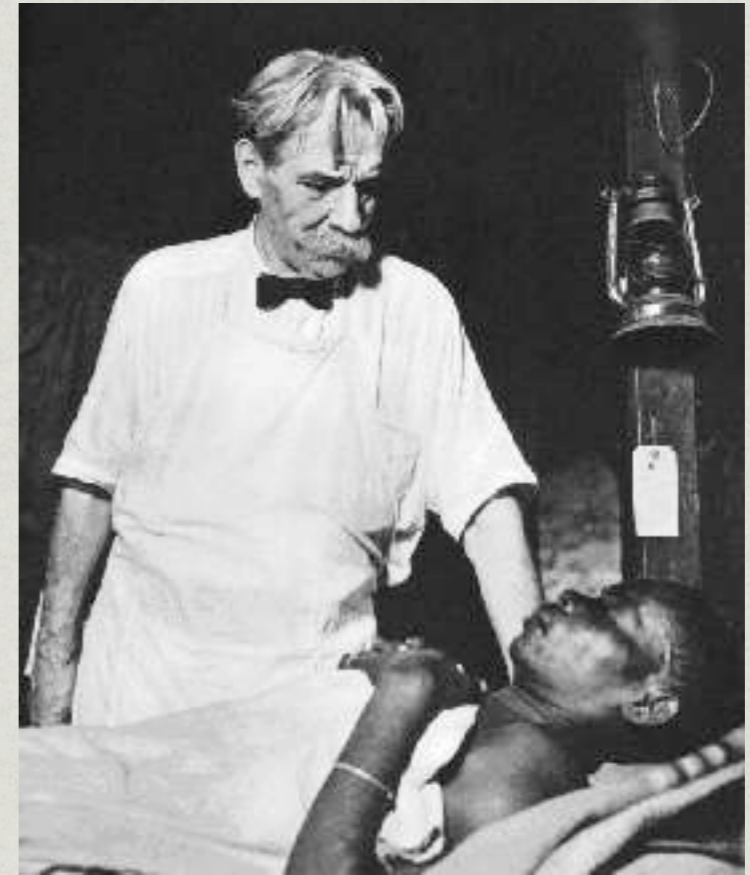
„The most successful salesman loves his customers, knows their needs, and will relate his product or services to them.“



# Caring Love

has been the key  
to the most successful  
system in human history –  
in Healthcare and in  
Business as well.

- **Mother Theresa** and **Albert Schweitzer** didn't go to India or Africa to build profit-centers.



- Neither did **Florence Nightingale** or **Elizabeth of Thuringen**:

- They cared for the sick, the wounded and the dying





# 5. Responsibility



That I have invented the Diesel-Engine is nice and good, but my main achievement is to have resolved the social problem.

**Rudolf Diesel**

Japanese top-lawyer **Tanaka Mikio** (nominated as „Leading lawyer of Asia of Law and Practice“ 2009) Stated in the Frankfurt Congress on Religion and Law, Oct. 2009:



In the West children learn by reading the Bible that there is **an independant justice**, before which even the emperor has to bow. This produced the development of critical thinking, ... Selfconfidence, and **self-responsibility** in the West. It was caused by the Monotheism of the Bible. – No such thing in Asia: in Shintoism as well as Confucianism the hierarchy and the emperor would define what is right and wrong.“



- „Ask not what your country can do for you;
- ask what you can do for your country!“

- John F. Kennedy

# 6. Sustainability



# 7. Courage to admit mistakes



On December 7, 1970 **German Chancellor Willy Brandt** kneels in front of the Memorial in Warschau, **admitting the Crime of Nazi-Germany against the Jews**

**Thank you.**

**-**

**And may God use you to  
bless the nations!**

**Hans-Joachim Hahn**