

WITH 36 YEARS OF EXPERIENCE
AND 1,000+ CASES



**THE RULE IS GOLDEN:
BUILDING BUSINESS
SUCCESS ON SOLID
PRINCIPLES**

BY DOUG CONSTABLE



Introduction – Why Principles Matter

In business, rules are not restrictions – they are foundations.

The most successful entrepreneurs understand that when you build on strong principles, you create stability, growth, and trust.

The “Golden Rule” isn’t just about treating others as you want to be treated – it’s about running your business with fairness, integrity, and long-term vision.

Trust – The Currency of Business

Money may drive transactions, but trust builds empires.

When clients, staff, and partners trust you, opportunities multiply. Every broken promise damages your reputation, while every honourable act strengthens it.

Trust is slow to build and quick to lose – protect it fiercely.

Consistency – Small Actions, Big Impact

Big success rarely comes from one big leap. It comes from consistent, disciplined actions over time.

Doing the small things well – meeting deadlines, paying suppliers, supporting staff – builds a culture of reliability that clients and employees value.

Respect – The Foundation of Leadership

Respect is not demanded, it is earned.

Leaders who listen, acknowledge effort, and treat others fairly build loyalty that no pay rise can buy.

Respect at every level of your business creates an environment where people want to give their best.



Integrity – The Rule That Protects Everything

Cutting corners may offer short-term gains, but it almost always leads to long-term pain. Integrity keeps you aligned with your values and builds a reputation that lasts beyond any single deal.

In tough times, integrity is your compass – it helps you make decisions you won't regret later.

The Golden Rule in Action

Applying the Golden Rule in business is simple but powerful:

- Treat your staff the way you'd want to be treated if the roles were reversed.
- Support clients the way you'd want to be supported in tough times.
- Respect suppliers and partners as part of your success story.

When you apply this rule consistently, opportunities come back multiplied.

Conclusion – Build on Gold, Not Sand

The Golden Rule is more than a philosophy – it's a business strategy.

When you build on honesty, respect, and consistency, you don't just create profits – you create a business that lasts.

Remember: success that is earned through integrity is success you can be proud of.

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