



Laws of Life

BBB MARKETPLACE EDUCATION INITIATIVE • ESSAY CONTEST

HONESTY . PERSEVERANCE . COMPASSION . RESPECT .

BBB Special Theme for 2022 Laws of Life Essay Contest

TRANSFORMATION

Since 1920, BBB|Akron has served consumers and businesses in Ashland, Medina, Portage, Richland, Summit and Wayne counties, as an authority on trust in the marketplace. We are committed to providing seamless and uninterrupted service to our community, for the duration of the COVID-19 situation and beyond. *It is the power of this community that will propel us through this to better times.*

BBB values **TRANSFORMATION**. We see first-hand the importance of the TRANSFORMATION, BBB strives to be the leader in advancing marketplace trust. We do this by encouraging and supporting best practices, engaging with and educating consumers and businesses, celebrating marketplace role models. BBB works to empower and support trustworthy local businesses and leaders to create an ethical marketplace where buyers and sellers trust each other.

TRANSFORMATION :

High character people exhibit consistent, positive, and intentional commitment to high character. As people adopt these habits of strong character ethics, and they strive to display them in their actions, they are transformed. While no one is perfect, high character people find a way to make a habit of pursuing what is good and true and correspondingly, also find a way to avoid what is wrong and/or destructive. If we are on a path to ethical maturity, we tend to more quickly self-correct or accept the critique of others and make changes.

The development of high character best grows in environments that involve accountability, self discipline, and sacrifice. (Observable virtues: high character, ethical, conscientious).

Typical examples include:

- High character is defined and communicated regularly to all.
- High character behavior is recognized and rewarded.
- People acknowledge that their character is the only thing that is 100% in their control.
- The pursuit of truth is valued more than money, recognition, or position.
- There is evidence that people have actually changed.

We ask students to reflect on what "TRANSFORMATION " means to them, why it is an important Law of Life, how they learned this trait, and how they have changed their behavior to live up to that law.

The best essay on **TRANSFORMATION** will be awarded **\$250**. Students are not required to write about this topic, but if students choose to write about **TRANSFORMATION** , the best essay on that topic may be submitted as an additional entry for that school.