

[From Dr. Mark Erenburg, KAFF Systems](#)

## **Compliance is Good Business**

We have equal employment opportunity legislation in this country because our free market system has not consistently provided fair treatment and equal opportunity for all participants. In some instances, unfair treatment has appeared in the form of direct job discrimination where decisions like hiring, transfer, promotion and termination have been based on factors other than those directly related to job and performance. The Civil Rights Act of 1964 and subsequent legislation was enacted to correct this problem. According to the legislation, equal opportunity in the labor market means having equal access to job preparation (education and training of equal quality), equal access to job information, equal access to selection processes (inclusion based on qualifications, not on personal characteristics), equal treatment during the selection process (evaluation based on job-related criteria, not on personal characteristics) and equal treatment on the job. Equal employment opportunity does *not* mean obtaining a job or a promotion or a transfer or training, etc. *because* of specific personal characteristics! Equal employment opportunity in America means decision-making in the marketplace and the workplace based on qualifications and job requirements ... each applicant or employee under consideration with an equal opportunity to be prepared and to be considered. This kind of decision-making recognizes business objectives and the clear requirement that *all* decisions should support them. Selecting, retaining, training and promoting the best qualified candidate without regard to personal characteristics just makes good business sense.