

Ethics: Needed More than Ever A Framework for Decisions

SAME

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<http://edrm600narrativedesign.weebly.com/ethics.html>

Premise of Presentation

The Foundation of Society is Trust
Being Trustworthy is being Ethical

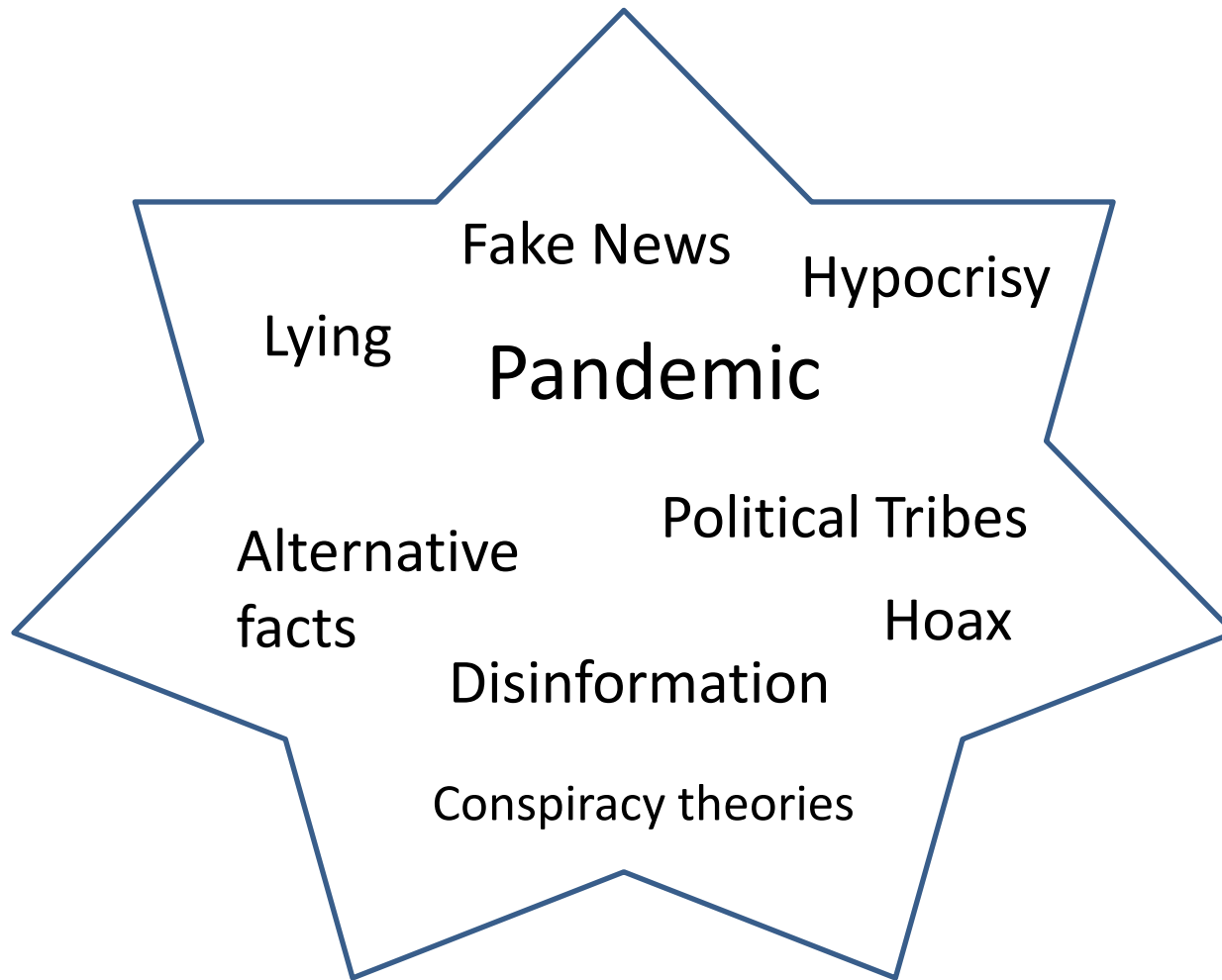
End in Mind at the Beginning

“Following the rules is easy. Real-world ethical dilemmas are not. When faced with a situation in which everyone is pushing you to do the wrong thing, the questions becomes: **Are you really strong enough to act with integrity? What do you stand for? Where do you draw the line?”**

Ethics lessons from the Flint water crisis, Compliance Week

<https://www.complianceweek.com/news/opinion/ethics-lessons-from-the-flint-water-crisis>

Ethically, we live in very interesting times



Gallup Poll 2016

Highest Ethical Rating

	Very High	High	Average	Low	Very Low
	%	%	%	%	%
Nurses	29	55	13	2	1
Pharmacists	15	52	26	6	2
Medical doctors	15	50	29	5	2
Engineers	13	52	29	4	1
Dentists	10	49	34	5	2
Police officers	16	42	29	10	3
College teachers	10	37	32	12	6
Clergy	12	32	39	9	4

Gallup Poll 2016

Lowest Ethical Rating

Business executives	2	15	50	23	9
Stockbrokers	2	10	46	28	11
HMO managers	1	11	48	23	8
Senators	1	11	37	36	14
Advertising practitioners	1	10	46	29	11
Insurance salespeople	1	10	51	28	10
Car salespeople	1	8	45	31	15
Members of Congress	1	7	31	39	20

Dec. 7-11, 2016

***To live an ethical life is not
for the faint in heart!!!!***

“Honesty is a very expensive gift, Don't expect it from cheap people.”

— Warren Buffett



http://www.goodreads.com/author/quotes/756.Warren_Buffett

Why do we need ethics?

Question

You come out of a store and find in a cart an envelope that has \$100 in it. There is no one around.

What do you do?

Question

You have been working on a bid for the last two weeks that is due tomorrow at 9:00AM. You are very satisfied that you have worked this bid to the least cost possible. The bid is for \$8 million and your company really needs the work. You attend the night before the bid opening a professional society meeting. Sitting at a table near you is two employees of a competitive company. You overheard one of them tell the other that there bid will be \$150,000 less than yours. All bidders have been pre-qualified so the awarding will be based on cost only.

What do you do?

Email Scam

PRINCE JONES DIMKA
52/54 SHASHA ROAD, P.A.
DOPEMU - AGEGE
LAGOS - NIGERIA.
FAX: 234-1-521075

ATTENTION: THE MANAGING DIRECTOR

DEAR SIR,

URGENT BUSINESS PROPOSAL

WE HAVE THIRTY MILLION U.S. DOLLARS WHICH WE GOT FROM OVER INFLATED CONTRACT FROM CRUDE OIL CONTRACT AWARDED TO FOREIGN CONTRACTORS IN THE NIGERIAN NATIONAL PETROLEUM CORPORATION (NNPC). WE ARE SEEKING YOUR ASSISTANCE AND PERMISSION TO REMIT THIS AMOUNT INTO YOUR ACCOUNT. YOUR COMMISSION IS THIRTY PERCENT OF THE MONEY.

PLEASE NOTIFY ME YOUR ACCEPTANCE TO DO THIS BUSINESS URGENTLY. THE MEN INVOLVED ARE MEN IN GOVERNMENT. MORE DETAILS WILL BE SENT TO YOU BY FAX AS SOON AS WE HEAR FROM YOU. FOR THE PURPOSE OF COMMUNICATION IN THIS MATTER, MAY WE HAVE YOUR TELEFAX, TELEX AND TELEPHONE NUMBERS INCLUDING YOUR PRIVATE HOME TELEPHONE NUMBER.

So why do such things work?

- Greed
- Stupidity
- Trust

We are hardwired from birth to trust



<https://www.evenflofeeding.com/education/feeding-101/how-to-have-a-calm-gulp-free-feeding>

Some example of how we trust



20%, 75%, 50%,



<https://www.vecteezy.com/vector-art/834961-people-wearing-masks-surrounded-by-virus>

Many Code of Ethics

- NCEES Code of Professional Conduct
- NSPE
- ASCE
- ASME
- IEEE
- National Institute for Engineering Ethics

National Society of Professional Engineers Fundamental Canons

- Hold paramount the safety, health, and welfare of the public.
- Perform services only in the areas of their competency.
- Issue public statements only in an objective and truthful manner.
- Act for each employer or client as a faithful agent or trustee.
- Avoid deceptive acts.
- Conduct themselves honorably, responsibly, ethically, and lawfully so as to enhance the honor, reputation, and usefulness of the profession.

Another Example of a Professional Code

Project Management Institute
(PMI)

PMI Code of Ethics*

CHAPTER 1. VISION AND APPLICABILITY

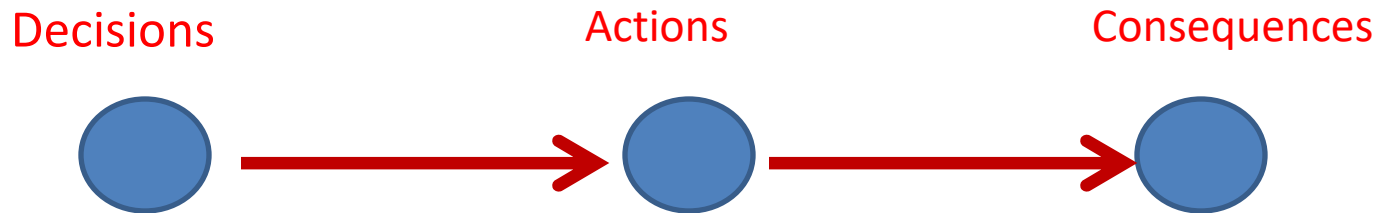
- *“As practitioners of project management, we are committed to doing what is right and honorable. We set high standards for ourselves and we aspire to meet these standards in all aspects of our lives—at work, at home, and in service to our profession.”*

* <http://www.pmi.org/~media/PDF/Ethics/PMI-Code-of-Ethics-and-Professional-Conduct.ashx>

PMI Code of Ethics*

CHAPTER 2. RESPONSIBILITY

- Responsibility is our duty to take ownership for the decisions we make or fail to make, the actions we take or fail to take, and the consequences that result



* <http://www.pmi.org/~media/PDF/Ethics/PMI-Code-of-Ethics-and-Professional-Conduct.ashx>

PMI Code of Ethics*

CHAPTER 3. RESPECT

- “Respect is our duty to show a high regard for ourselves, others, and the resources entrusted to us. Resources entrusted to us may include people, money, reputation, the safety of others, and natural or environmental resources. **An environment of respect engenders trust, confidence, and performance excellence by fostering mutual cooperation—an environment where diverse perspectives and views are encouraged and valued.**”

* <http://www.pmi.org/~media/PDF/Ethics/PMI-Code-of-Ethics-and-Professional-Conduct.ashx>

PMI Code of Ethics*

CHAPTER 4. FAIRNESS

- “Fairness is our duty to make decisions and act impartially and objectively. Our conduct must be free from competing self interest, prejudice, and favoritism.”

* <http://www.pmi.org/~media/PDF/Ethics/PMI-Code-of-Ethics-and-Professional-Conduct.ashx>

PMI Code of Ethics*

CHAPTER 5. HONESTY

- “Honesty is our duty to understand the truth and act in a truthful manner both in our communications and in our conduct.”

* <http://www.pmi.org/~media/PDF/Ethics/PMI-Code-of-Ethics-and-Professional-Conduct.ashx>

Ethical Behavior An Unnatural Act

Point:

It might not be easy to always
be ethical but it does not
mean we should not try

ROYALTY-FREE STOCK PHOTO



<https://www.dreamstime.com/stock-images-self-interest-prevails-image22976734>

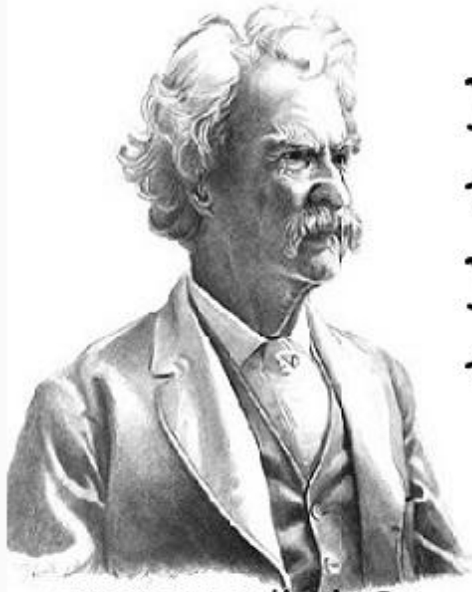
“Before being able to make ethical decisions it is necessary to understand the difference between a rationalization and a rational decision.”

In a rational decision

Reason  *Conclusion*

In a rationalization

Conclusion  *Justification*



quotespedia.info

It ain't what you don't know
that gets you into trouble.
It's what you know for sure
that just ain't so.

Mark Twain



**Jerry, just remember.
It's not a lie... if you
believe it**

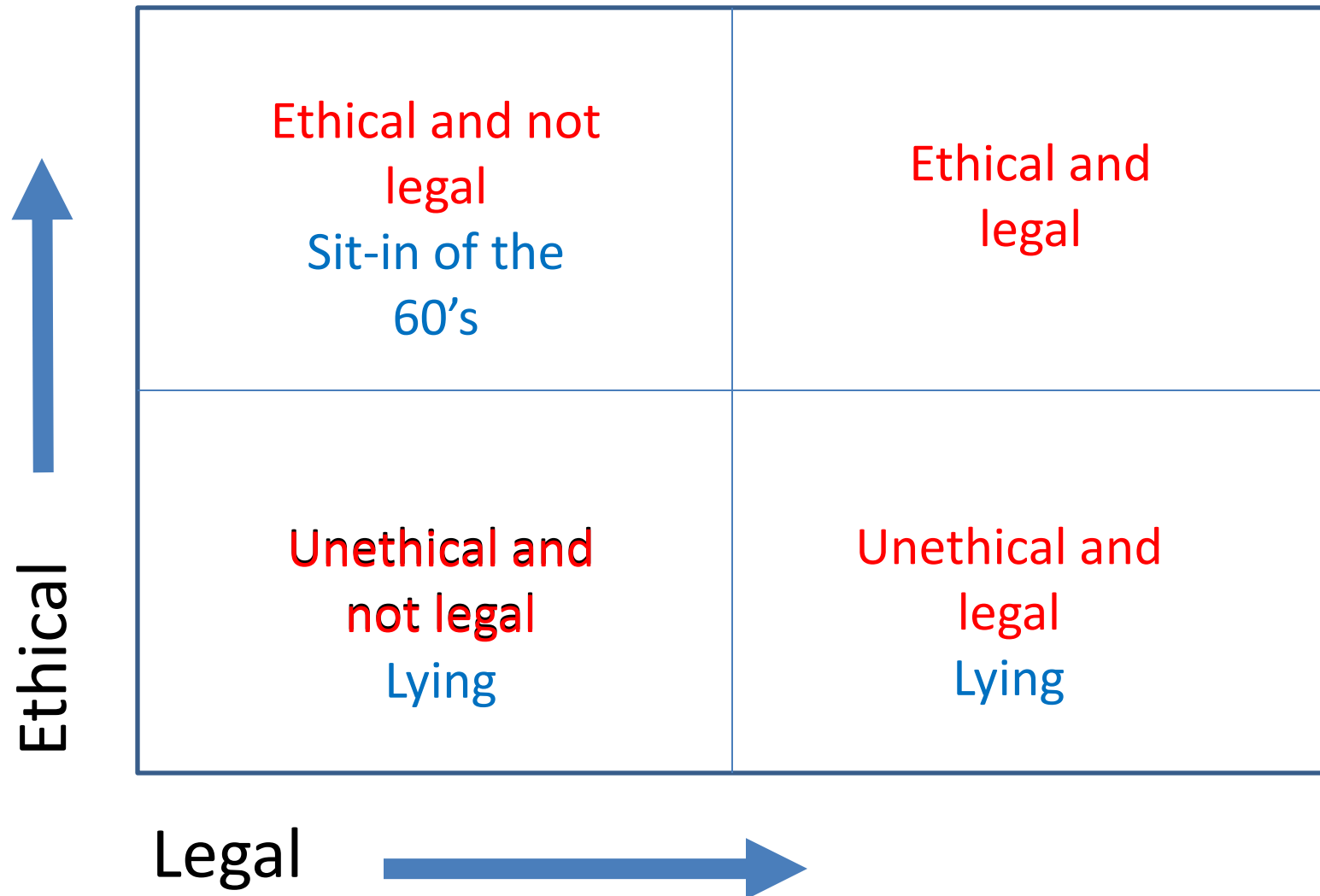
https://www.youtube.com/watch?v=vn_PSJsl0LQ

Example of Rationalization

- If it's necessary, it's ethical
- If it's legal and permissible, it's proper
- It's just part of the job
- It's for a good cause (**Ends justify the means**)
- I was just doing it for you
- I'm just fighting fire with fire
- It doesn't hurt anyone
- Everyone's doing it
- It's OK if I don't gain personally
- I've got it coming (**THE JUSTICE DEFENSE**)
- can still be objective

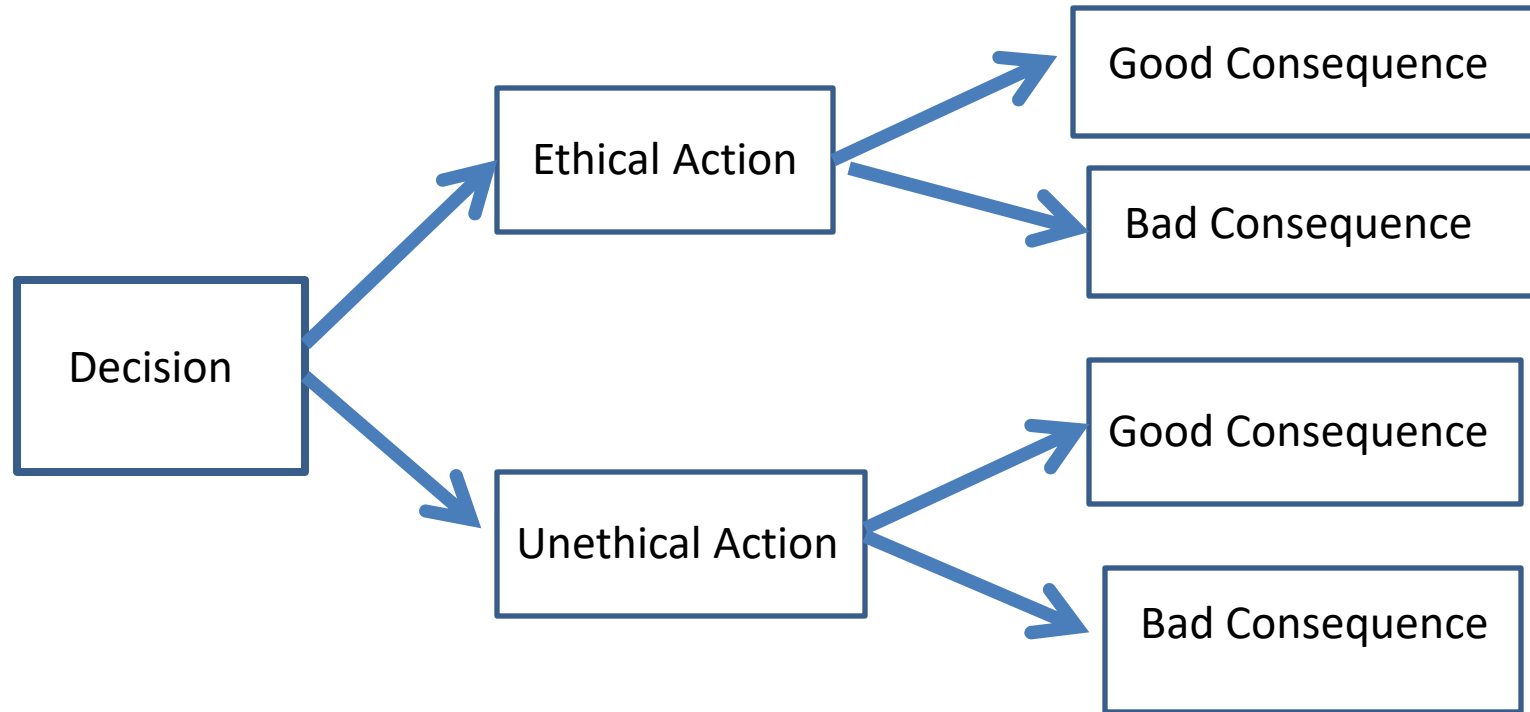
<http://blink.ucsd.edu/finance/accountability/ethics/obstacles.html>

Legal versus Ethical



A Framework for Business/Individuals in Making Ethical Decisions

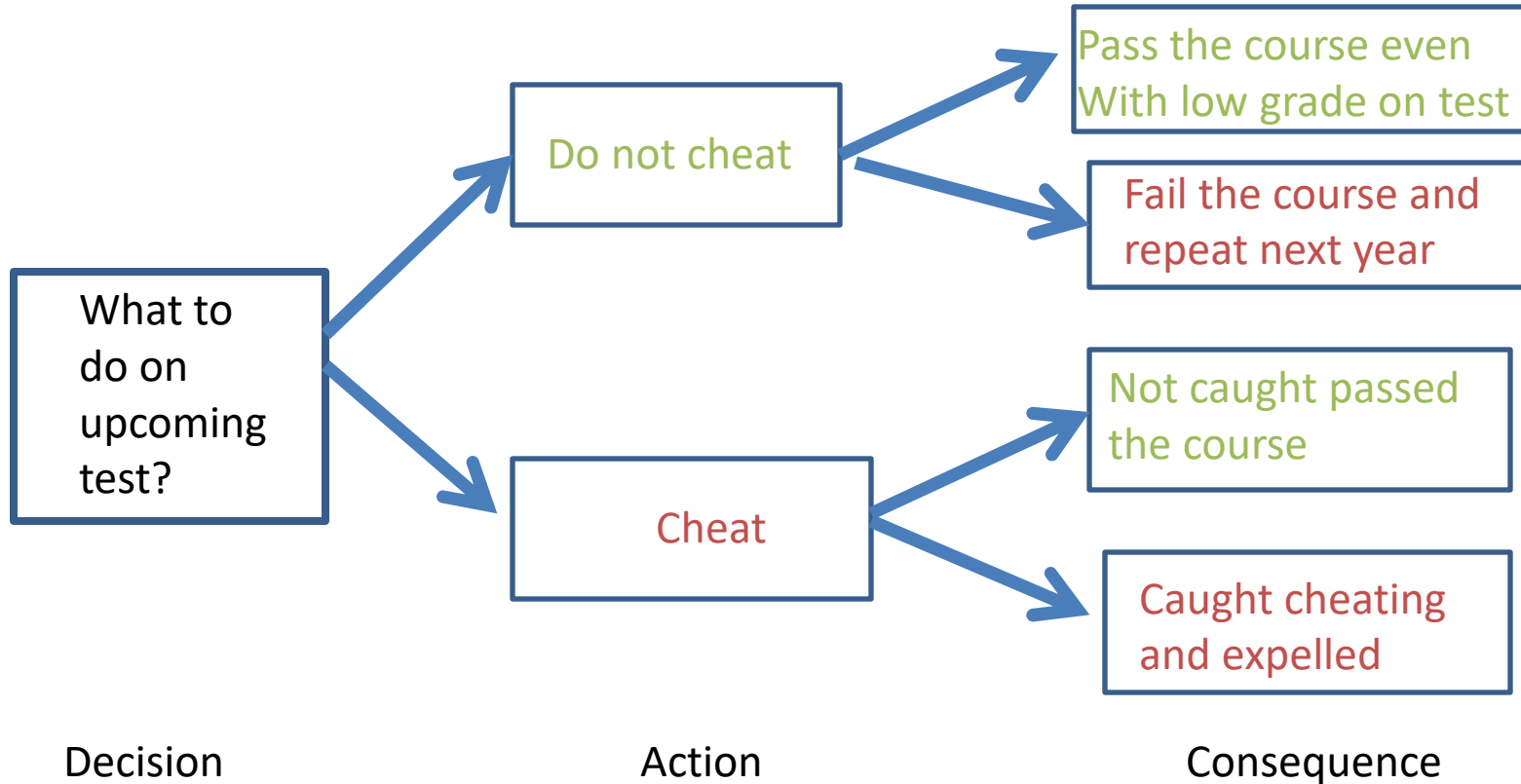
Ethical Decision Tree



It is easy to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities

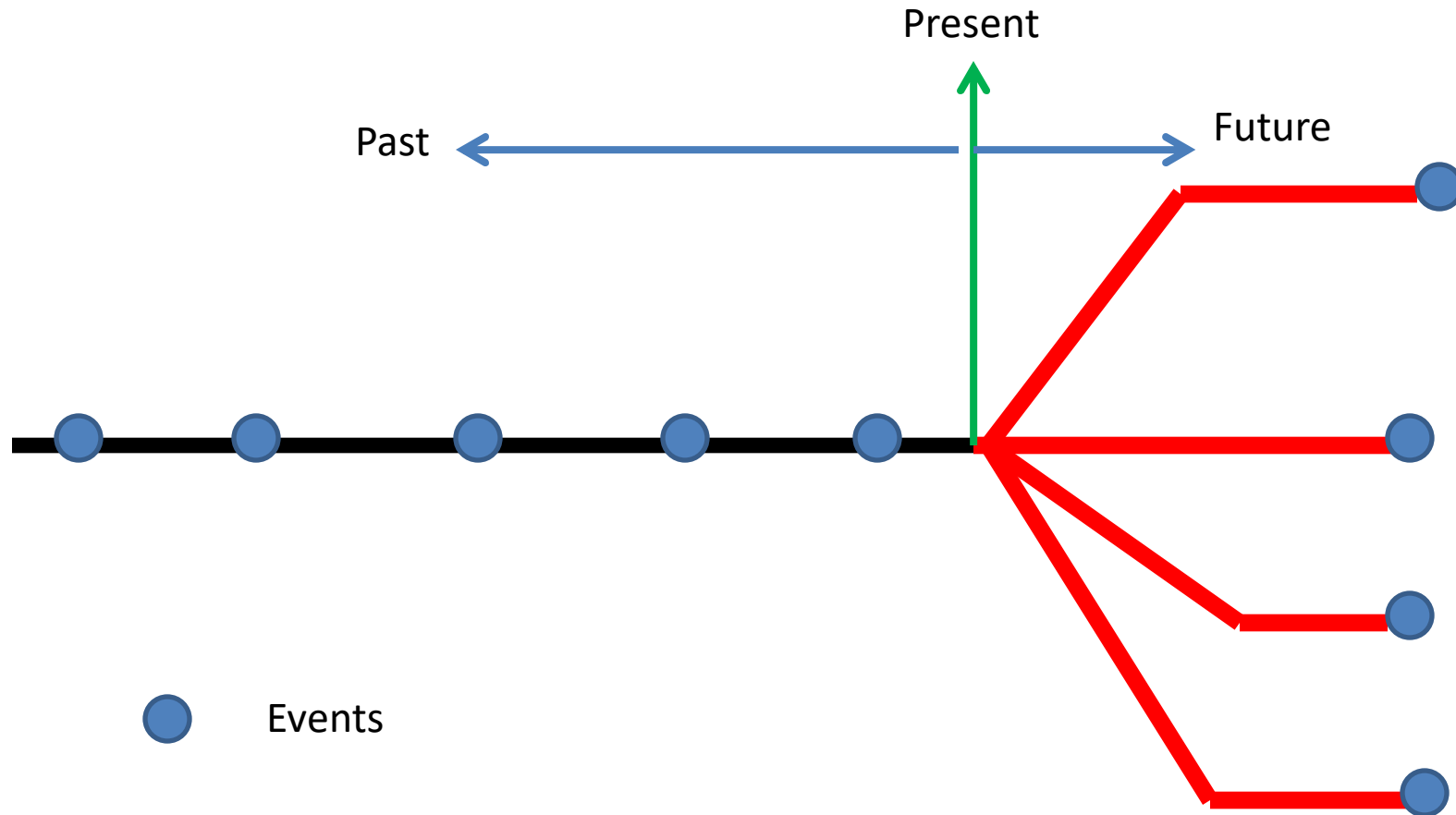
Josiah Charles Stamp 1880-1941, English Economist and President of the Bank of England

Real Example Senior Student



Results: Student decided to cheat was caught and expelled

Time Line? Decision Making



Case Study

Ethical Issue

*Hold paramount the safety, health
and welfare of the public*



Flint Michigan The Decision

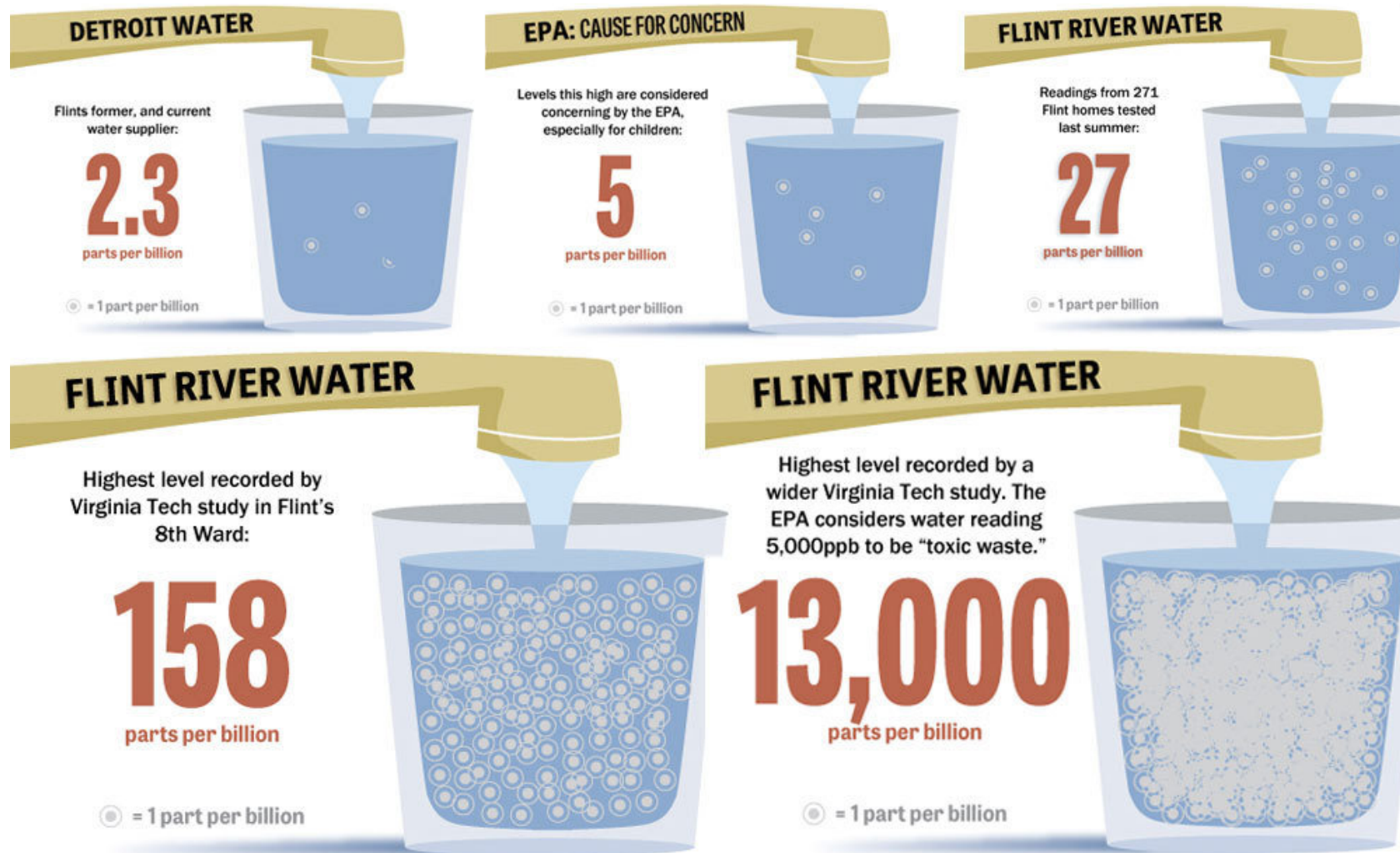
In April 2014, City of Flint under Emergency Management, changed its water supply from Detroit-supplied Lake Huron water to the Flint River as a cost-saving measure, while awaiting a new pipeline to Lake Huron in 2016.



Following Actions

- Flint River water highly corrosive (GM plant would not use it)
- Cause leaching of the lead pipes
- No corrosive agent supplied due to costs
- Complaints and concerns of citizen ignored
- Poorly managed at all government levels
- Experts were ignored
- Problems downplayed
- After problem was discovered government slow to respond





https://www.mlive.com/news/index.ssf/page/flint_water_crisis.html

Consequences

- 12 people died of Legionnaire Disease
- Untold number of children may have been harmed due to lead
- \$55 million replacement of lead pipes
- \$126 million lawsuit
- 15 people indicted
- Several indicted on manslaughter charges
- Complete failure of government

The reputation of a thousand years may be determined by the conduct of one hour.

Japanese Proverb

“Ethical behavior is doing the right thing when no one else is watching- even when doing the wrong thing is legal.”

Aldo Leopold

Concluding Remarks

Comments or Questions