

## Business Ethics

*Managing only for profit is like playing tennis with your eye on the scoreboard and not on the ball.  
It is better to light one candle than to curse the darkness.*

Ref: *The Power of Ethical Management*, by Kenneth Blanchard and Norman Vincent Peale.

The "Ethics Checklist" Questions

**Is it legal?** – Will it be violating either civil law or company policy?

**Is it balanced?** – Is it fair to all concerned in the short term as well as the long term? Does it promote win-win relationships? Does it hurt: another employee, another employer, a supplier, a customer or even a competitor?

- When it becomes clear what happened, our competitors will look for ways to get even.
- It will eventually come back to haunt the individual or company.
- Avoid major imbalances over the course of our relationships.

**How will it make me feel about myself?** – Will it make me proud? Would I feel good if my decision is published in the newspaper? Will it give us a bad name in the industry? Will it create a more troubled industry? Would I feel good if my family knew about it?

The "5 P's" of Ethical Power

**Purpose:**

- **Individual:** I see myself as being an ethically sound person. I let my conscience be my guide. No matter what happens, I am always able to face the mirror, look myself straight in the eye, and feel good about myself. Go forth & do good. Produce and deliver value – always and to all the people around – be of value. People with humility don't think less of themselves ... they think of themselves less.
- **Organization:** The mission is communicated from the top. We are guided by values, hopes and a vision that defines acceptable and unacceptable behavior.

**Pride:**

- **Individual:** I feel good about myself. I don't need the acceptance of other people to feel important. A balance self-esteem keeps my ego and my desire to be accepted from influencing my decisions.
- **Organization:** We feel proud of ourselves and of our organization. We know that when we feel this way, we can resist temptations to behave unethically.

**Patience:**

- **Individual:** I believe that things will eventually work out well. I don't need everything to happen right now. I am at peace with what comes my way. Nice guys may appear to finish last, but usually they're running in a different race.
- **Organization:** We believe that holding to our ethical values will lead us to success in the long term. This involves maintaining a balance between obtaining results and caring how we achieve these results.

**Persistence:**

- **Individual:** I stick to my purpose, especially when it seems inconvenient to do so. My behavior is consistent with my intentions. Never, never, never give up!  
*"Nothing can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with great talent. Genius will not; unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent." – Calvin Coolidge*
- **Organization:** Commitment to live by ethical principles. Committed to our commitment. We make sure our actions are consistent with our purpose.

**Perspective:**

- **Individual:** I take time to enter each day quietly in a mood of reflection. This helps me to get myself focused and allows me to listen to my inner self and to see things more clearly. Every problem can be solved if you take some quiet time to reflect, seek guidance, and put things into perspective.
- **Organization:** Managers and employees take time to pause and reflect, take stock of where we are, evaluate where we are going and determine how we are going to get there. If we take care in the beginning, the end will take care of itself.