



# ETHICS & YOU

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WHAT DOES “ETHICS”  
MEAN TO YOU?



# ETHICS

- : the discipline dealing with what is good and bad and with moral duty and obligation
- a : a set of moral principles or values b : a theory or system of moral values c : the principles of conduct governing an individual or a group d: a guiding philosophy

REVISED AND COMPLETELY UPDATED

HOW  
GOOD  
PEOPLE  
MAKE  
TOUGH  
CHOICES

*Resolving the Dilemmas of  
Ethical Living*

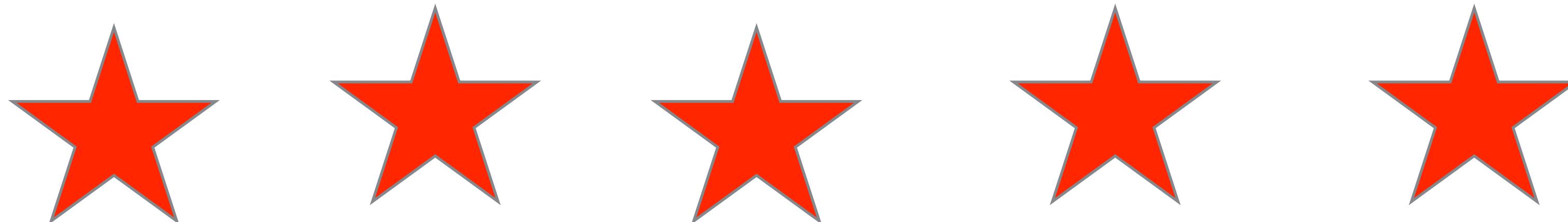
**RUSHWORTH M. KIDDER**

*Founder and president of the Institute for Global Ethics*

*"A thought-provoking guide to enlightened and progressive  
personal behavior." —Jimmy Carter*

# MOST OF ETHICS IS STUDY OF: RIGHT VS. RIGHT CHOICES

“reach inward to our most profound and central values, setting one against another in ways that will never be resolved simply by pretending that one is wrong.”



# RIGHT VS. RIGHT

- Truth vs. Loyalty
- Individual vs. Community
- Short term vs. Long term
- Justice vs. Mercy

Thursday, April 16, 2015

## 'Culture of Cheating' Prevalent at Stanford, Other Elite Colleges

By Paul Caron

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Los Angeles Times, [Colleges Grapple With Cheating in the Digital Age](#):

Stanford University's honor code dates to 1921, written by students to help guide them through the minefield of plagiarism, forbidden collaboration, copying and other chicaneries that have tempted undergraduates since they first arrived on college campuses.

Stanford  
HARVARD  
Dartmouth

Nationwide, about 68% of undergraduates and 43% of graduate students admit cheating on tests or written assignments, according to research by retired Rutgers business professor Donald L. McCabe and the [International Center for Academic Integrity](#) at Clemson University.



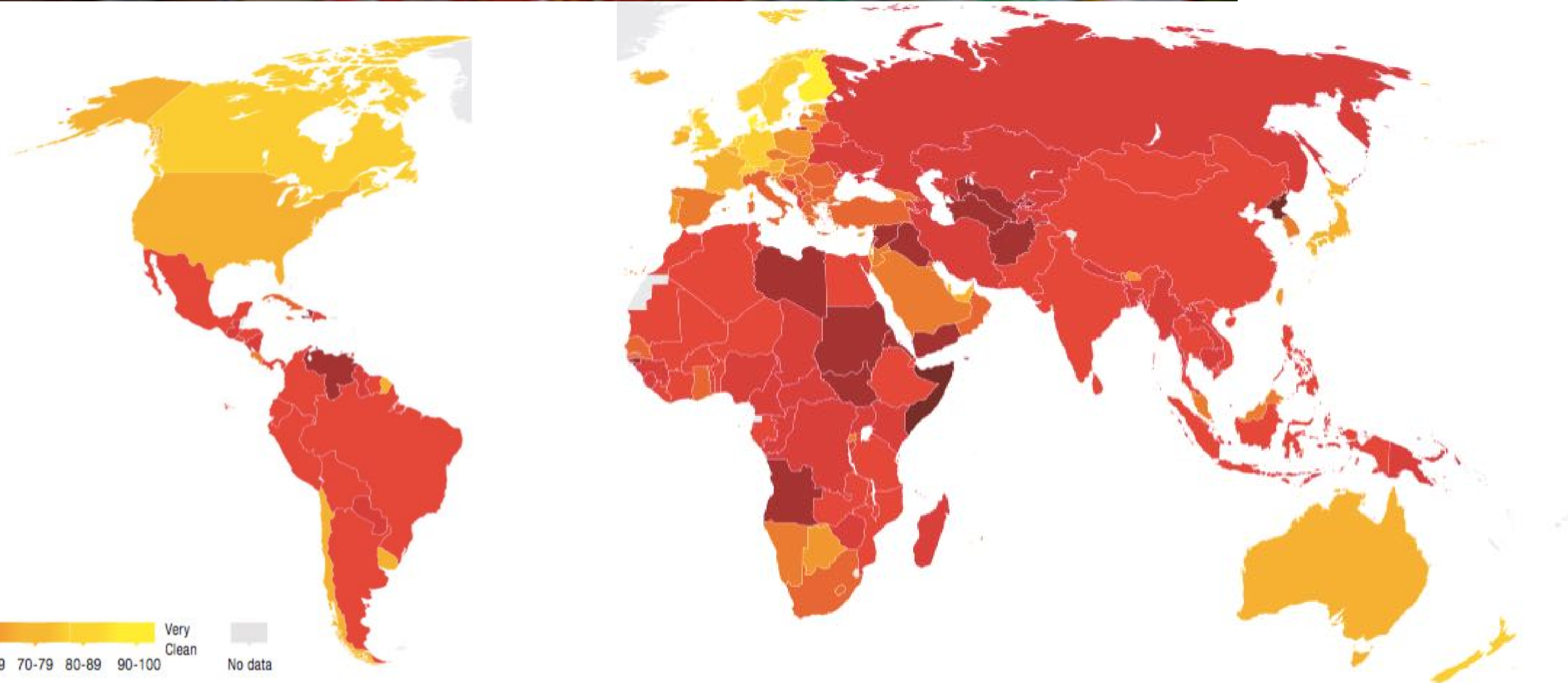
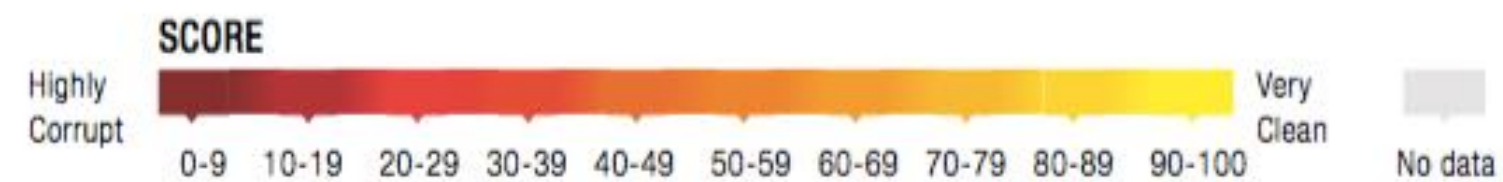


**MORE THAN 6 BILLION PEOPLE LIVE IN COUNTRIES WITH A SERIOUS  
CORRUPTION PROBLEM**

**168 COUNTRIES.  
168 SCORES.**

**HOW DOES  
YOUR COUNTRY  
MEASURE UP?**

The perceived levels of public sector corruption in 168 countries/territories around the world.



City	Number of wallets returned out of 12	Comment made by person returning wallet
Helsinki	11	"Of course we returned the wallet. Honesty is an inner conviction."
Mumbai	9	"My conscience wouldn't let me do anything wrong."
New York, Budapest	8	"I flipped through all the papers and saw the family photo and thought, Aw, he has two kids. We have to give this back."
Moscow, Amsterdam	7	"I am convinced that people should help one another and if I can make someone a little happier, I will."
Berlin, Ljubljana	6	"My parents taught me how important being honest is. Once I lost an entire bag, but I got everything back. So, I know what it feels like."
London, Warsaw	5	"There were those who advised me not to bother looking for the owner," she said. "But I thought that someone might badly need that money."
Rio de Janeiro, Bucharest, Zurich	4	"In my teens, I picked up a magazine in a department store and left without paying. When my mother found out, she told me this behavior was unacceptable."
Prague	3	"It's something you simply should do naturally."
Madrid	2	"I couldn't keep a purse that wasn't mine."

47%

"Most Honest Cities: Reader's digest "Lost Wallet" Test, Reader's Digest 2015

Why are people  
struggling with, or  
oblivious to,  
Right vs. Wrong

“Drowsy Morality”



Smart, Highly Educated  
People Losing Their Way?

**What's Going On?**

Poll

ARE ETHICS A HINDERANCE  
OR  
THE FOUNDATION TO YOUR LIFE

????

HOW WILL  
YOU MEASURE  
YOUR LIFE?



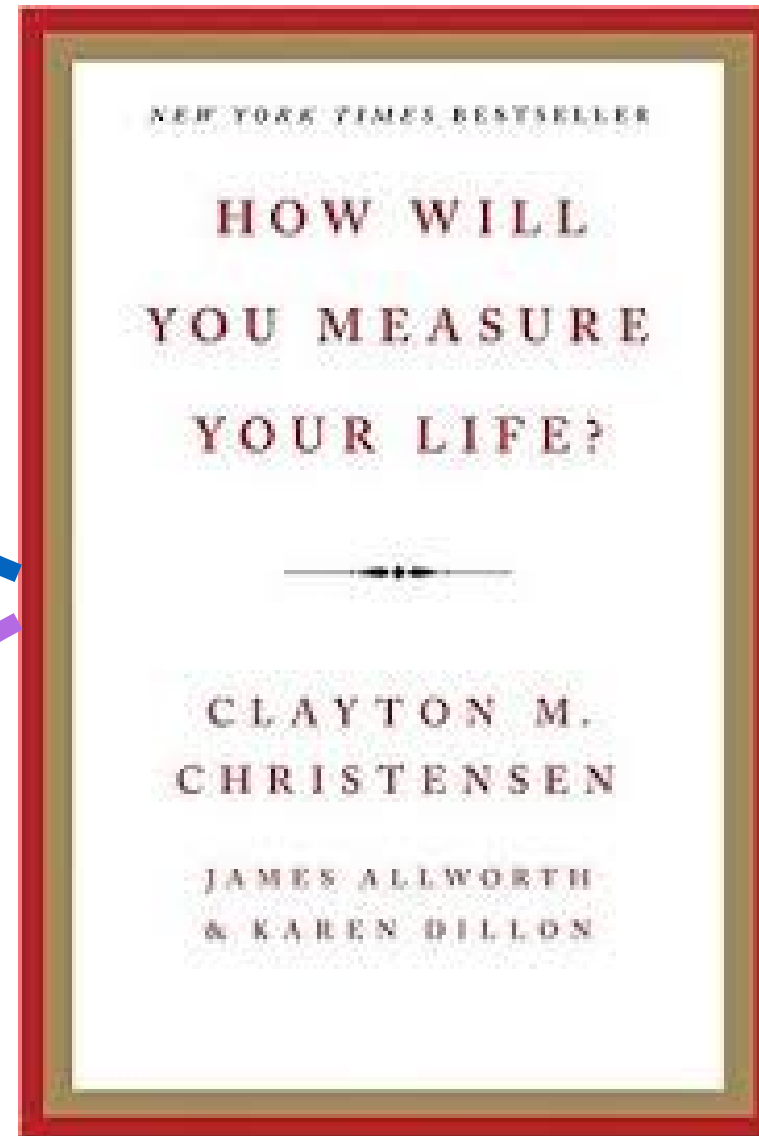
CLAYTON M.  
CHRISTENSEN

JAMES ALLWORTH

KAREN DILLON



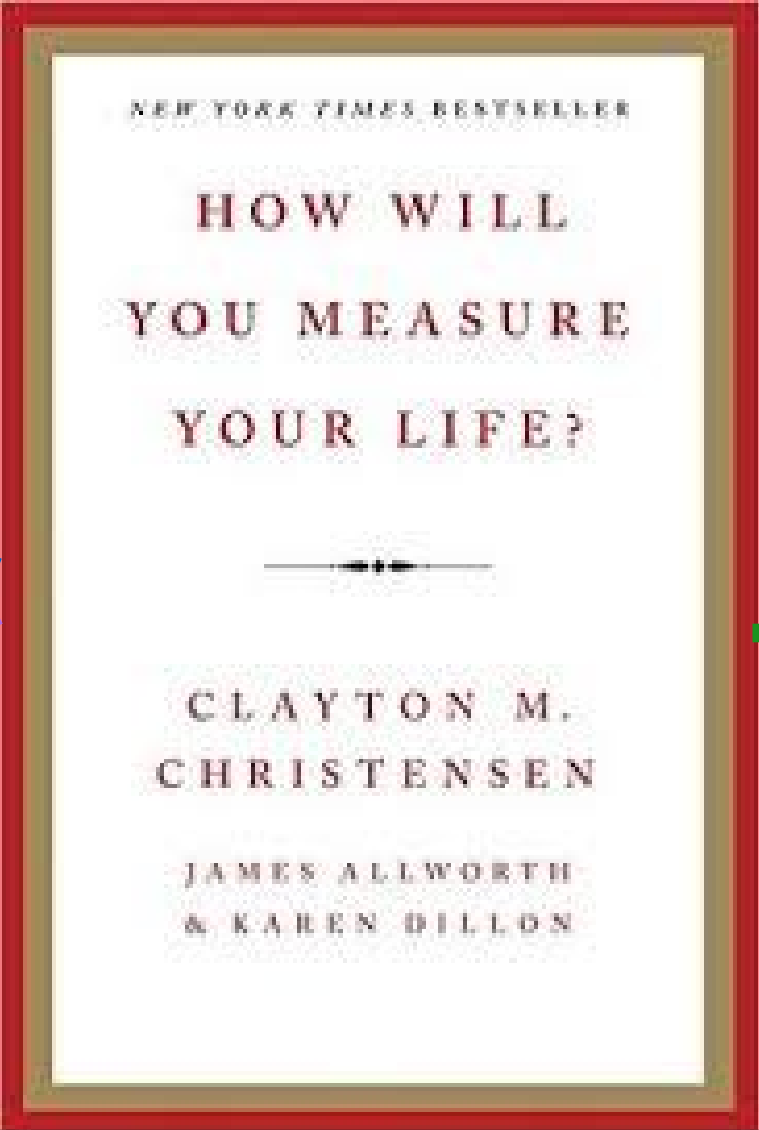
**Staying out of  
JAIL**



**Happiness In  
Career**

**Happiness in  
Relationships**

**Staying out of  
JAIL**



**Happiness In  
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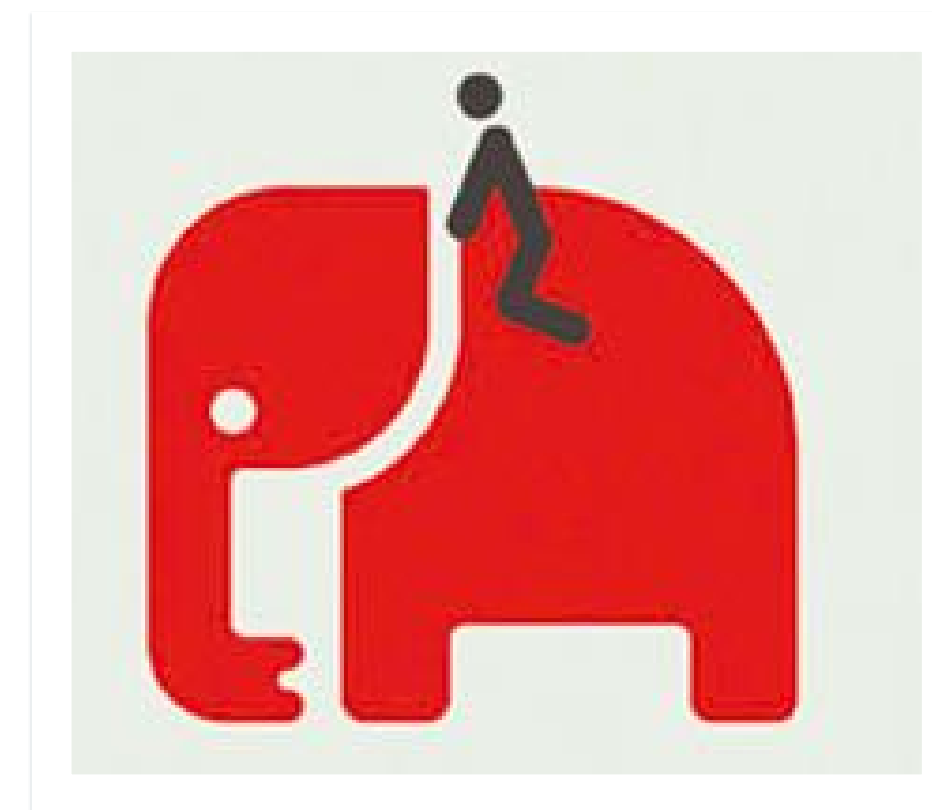
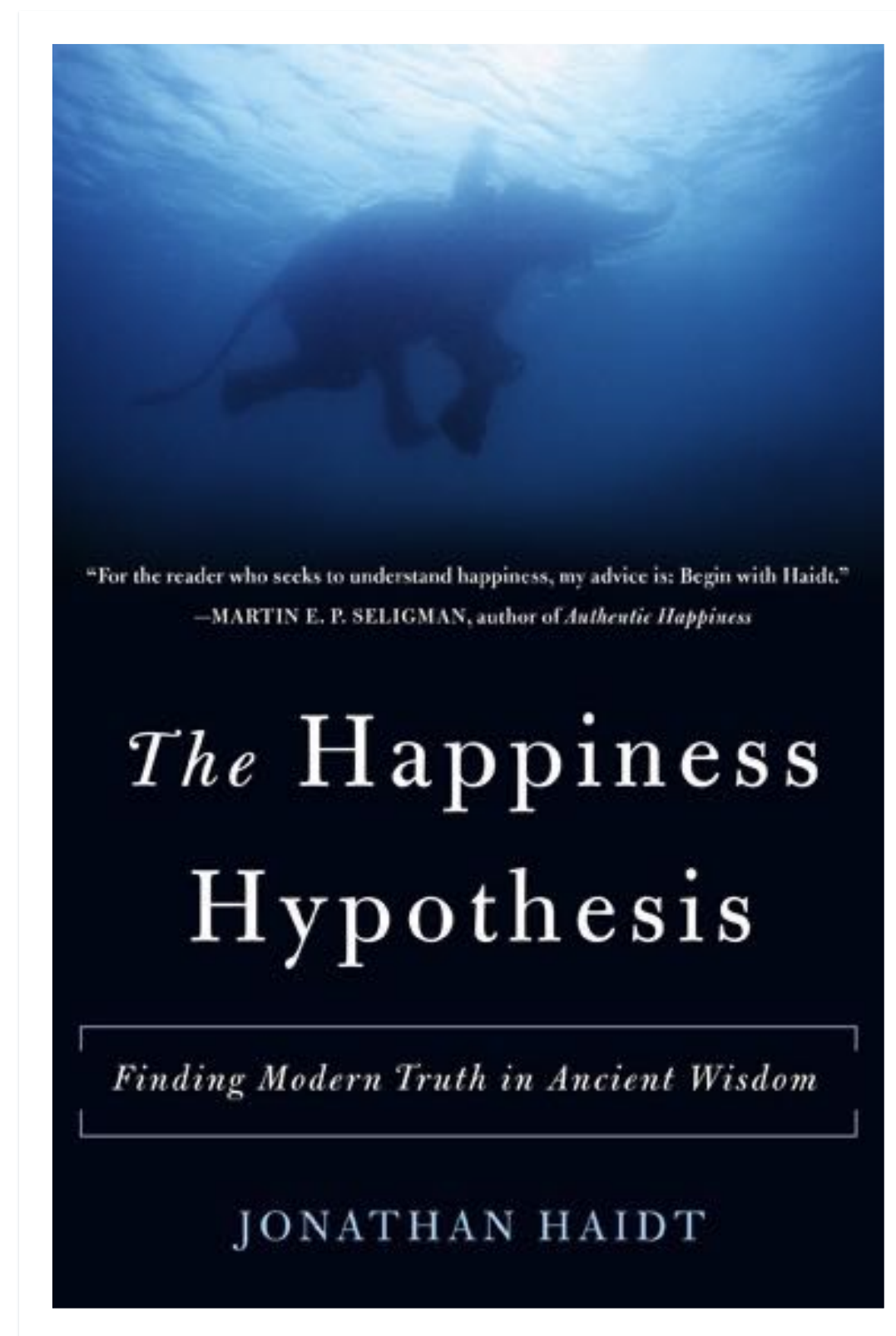


## Key Ingredient?

**Staying out of  
JAIL**

**100% easier  
than 98%**

# WHY IS LEADING ONESELF HARD?



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Impact Of Social Media

Globalization

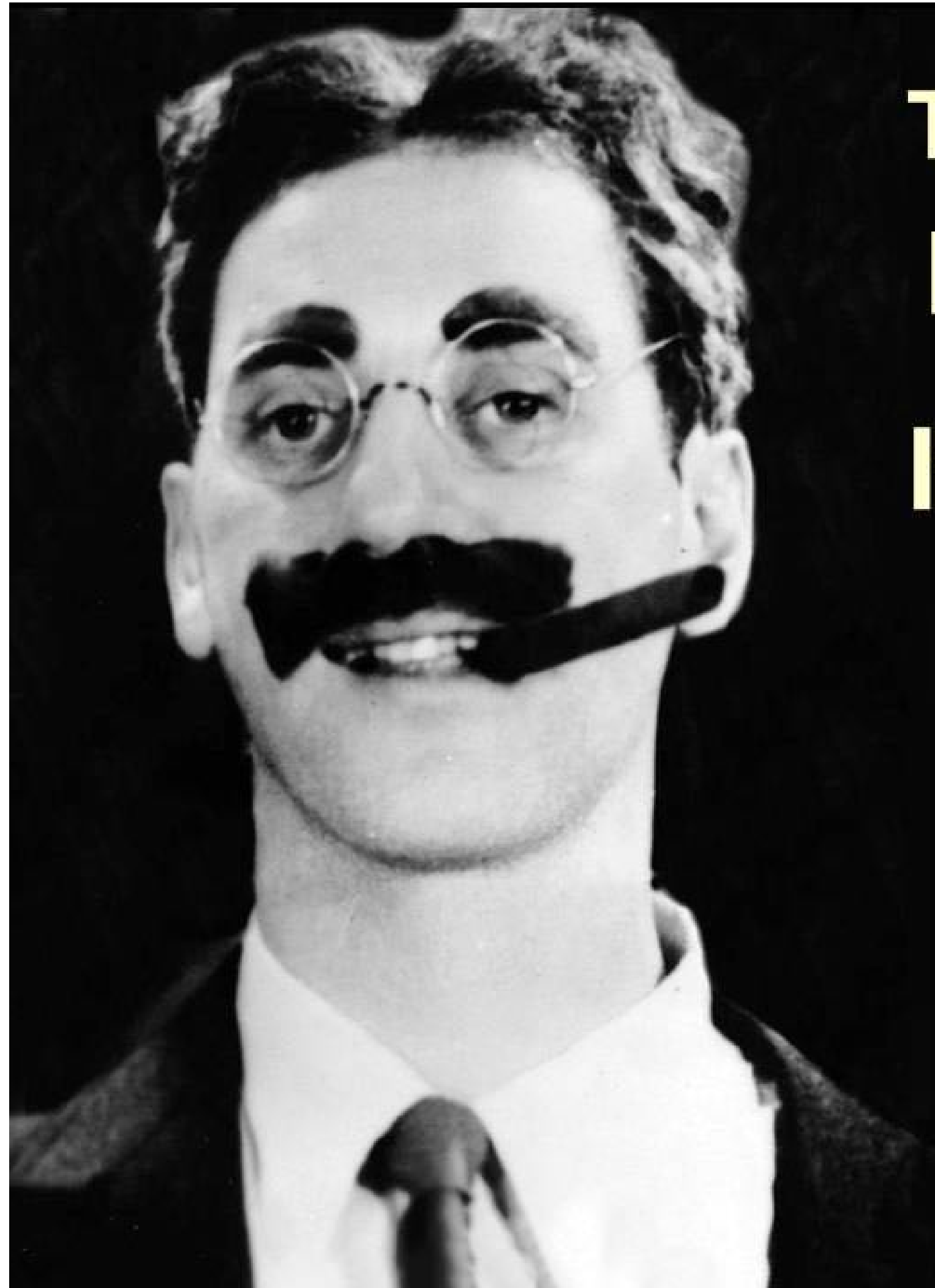
Loss Of Faith

Loss Of Belief In Institutions

Dumbing Down Of Morality



WHAT ETHICAL BEHAVIOR  
WILL YOU EMBRACE  
IN THE WORLD OUT THERE?



**Those are my  
principles.**

**If you don't  
like them  
I have  
others.**

**Groucho  
Marx**



**“MEN OCCASIONALLY STUMBLE OVER THE TRUTH, BUT MOST OF THEM PICK THEMSELVES UP AND HURRY OFF AS IF NOTHING HAD HAPPENED.”**

**WINSTON CHURCHILL**

© Lifhack Quotes

**THE TRUTH KNOCKS ON  
THE DOOR AND YOU  
SAY, "GO AWAY, I'M  
LOOKING FOR THE  
TRUTH," AND SO IT  
GOES AWAY. PUZZLING**

ROBERT M. PIRSIC

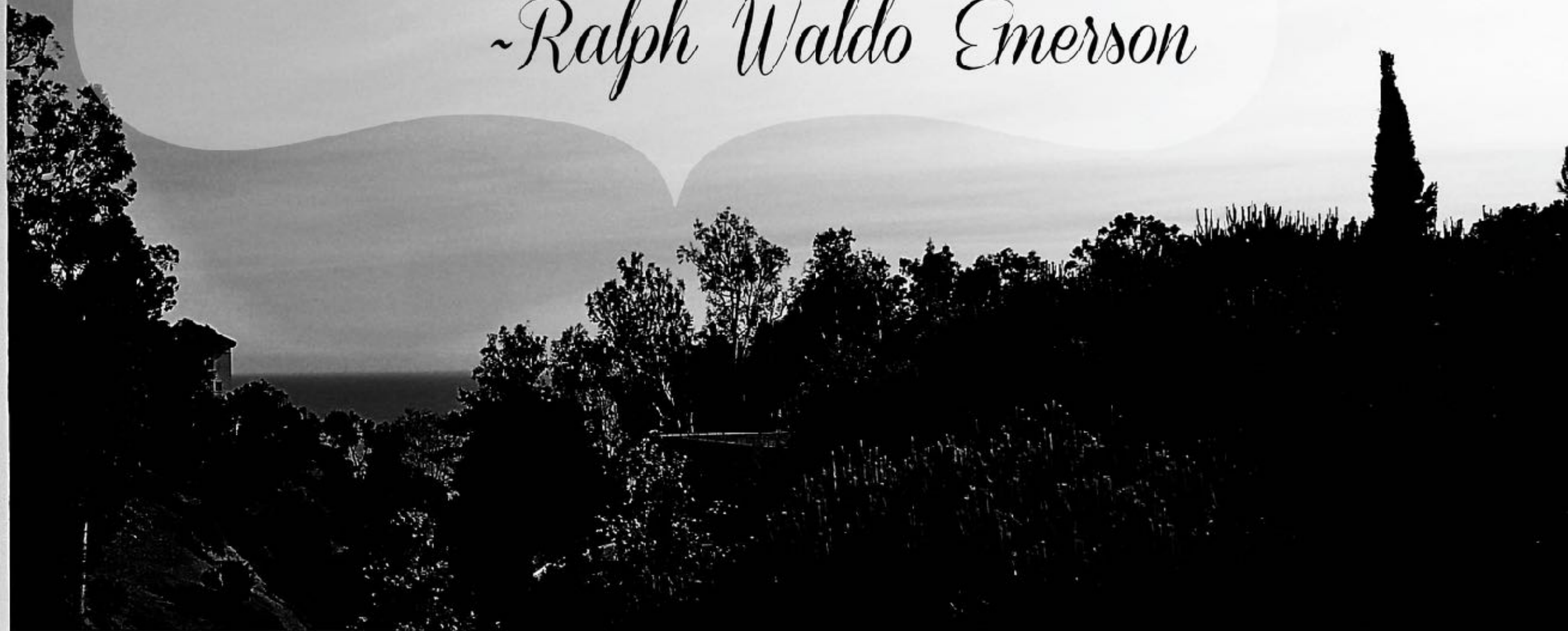
# SOME THOUGHTS FOR THE ROAD

- Noise vs. Reality
- Truth?
- People's Agendas
- Their actual practice
- The madness of crowds
- Why do you believe?
- What will you do?



*Life is a journey,  
not a destination.*

*~Ralph Waldo Emerson*

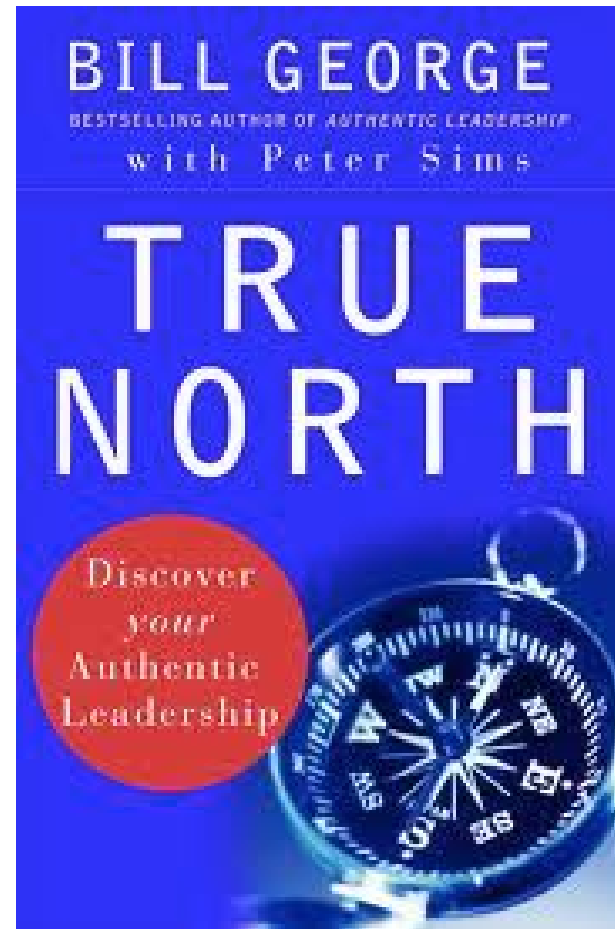


# Develop Your Inner Compass

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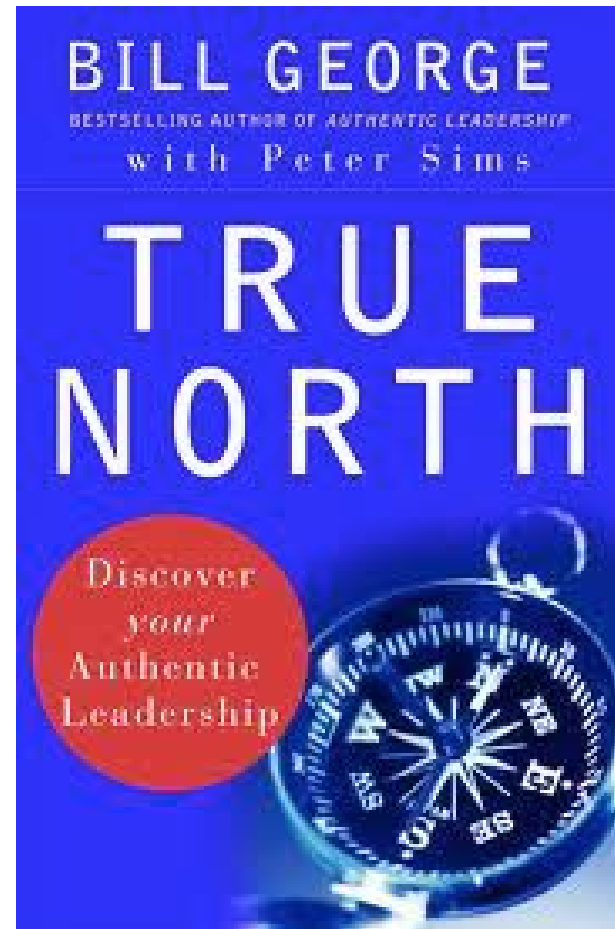
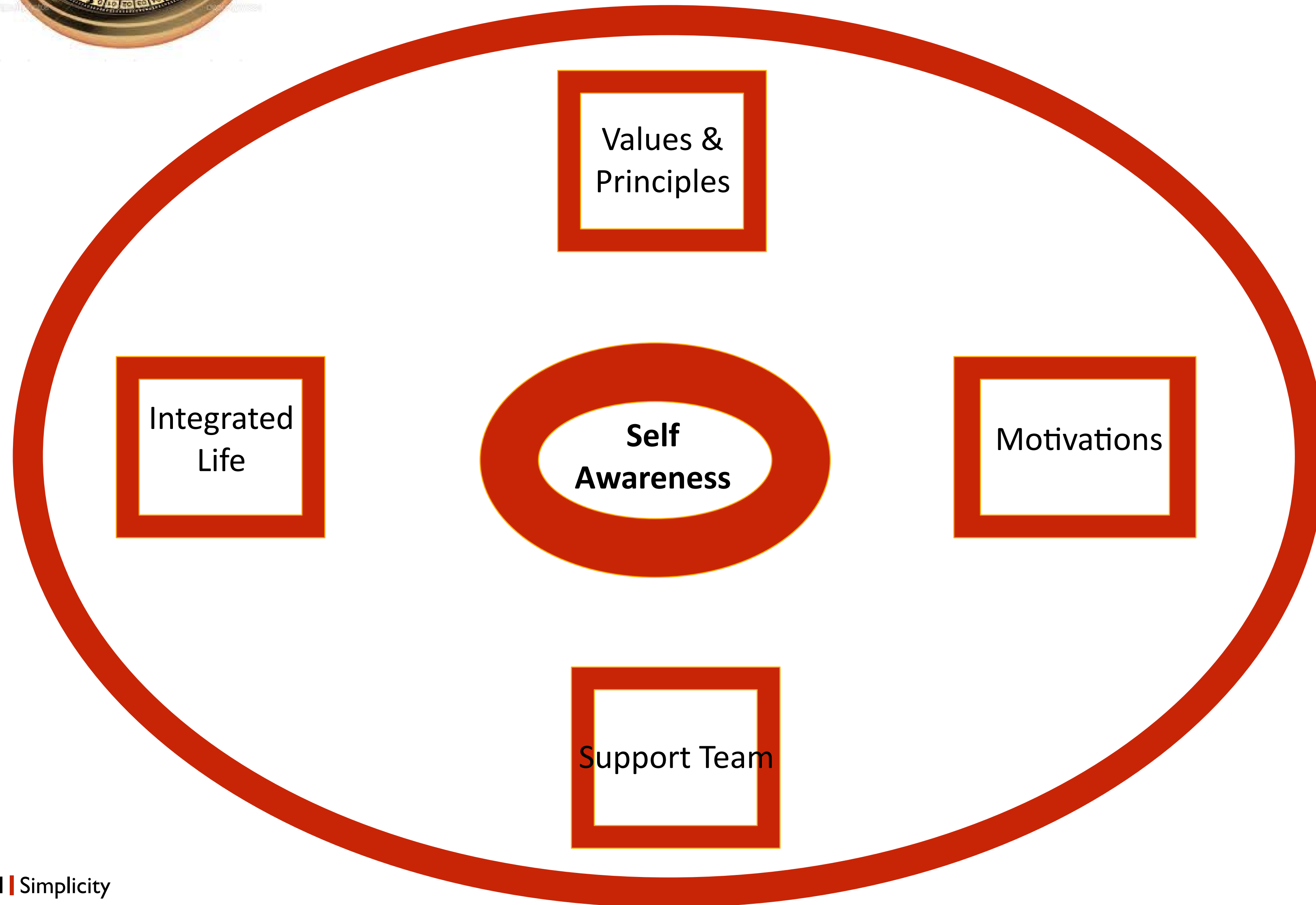
“True North is the internal compass that guides you successfully through life.

It is your orienting point – your fixed point in a spinning world – that helps you stay on track as a leader.”





# True North



# Ethical Boundaries

## PRINCIPLES

A set of standards for living  
& leading

## VALUES

Things that matter in your life

- ✓ Integrity
- ✓ Helping Others
- ✓ Family
- ✓ Making A Difference





**WHAT ARE YOUR  
3-4 CORE VALUES?**

# MOTIVATIONS

## EXTRINSIC

- \$\$\$
- Power
- Having a Title
- Public Recognition
- Social Status
- Winning others over

Nothing Wrong With This

## INTRINSIC

- Personal Growth
- Satisfaction w/ Good Job
- Helping Others Develop
- Finding Meaning
- Being True to Oneself
- Making a Difference

But, What Is Truly Important?





**WHAT ARE YOUR  
3 KEY INTRINSIC MOTIVATIONS?**





# Code Of Conduct



# MY CODE

- ★ Be in the NOW
- ★ Be HUMBLE - listen, hear
- ★ HELP without attachment
- ★ DO what I LOVE
- ★ Live with INTEGRITY

“Relativity Applies To Physics,  
Not Ethics.”

- Albert Einstein



Who looks outside, dreams;  
who looks inside, awakes.

~Carl Jung



**“It's your road, and yours alone.  
others may walk it with you,  
but no one can walk it for you.”**

**- Rumi**





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THANK YOU.

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