
Business Ethics

PRESENTER:

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LEARNING OBJECTIVES

Business Ethics

Understand what Business Ethics is and why it is important.

Ethical Approach

Learn how an ethical approach on the job will increase your success.

Improve the Culture

Apply ethics at work and improve the culture in your operation.

An understanding of
Business Ethics is about
the standard of behavior
that helps us act in an
acceptable manner on
the job.



But...it's not always about following a policy and procedure. It's about doing the right thing. Doing "the right thing" is more important to the health and wellbeing of an organization and the basis of its culture than any other action we can take as leaders.



Ethics: Knowing right from wrong. Greatest good.

Morality: Rules to live by that are defined good vs. bad.

Values: Deep rooted system of beliefs. Honesty. Friendship. Commitment.



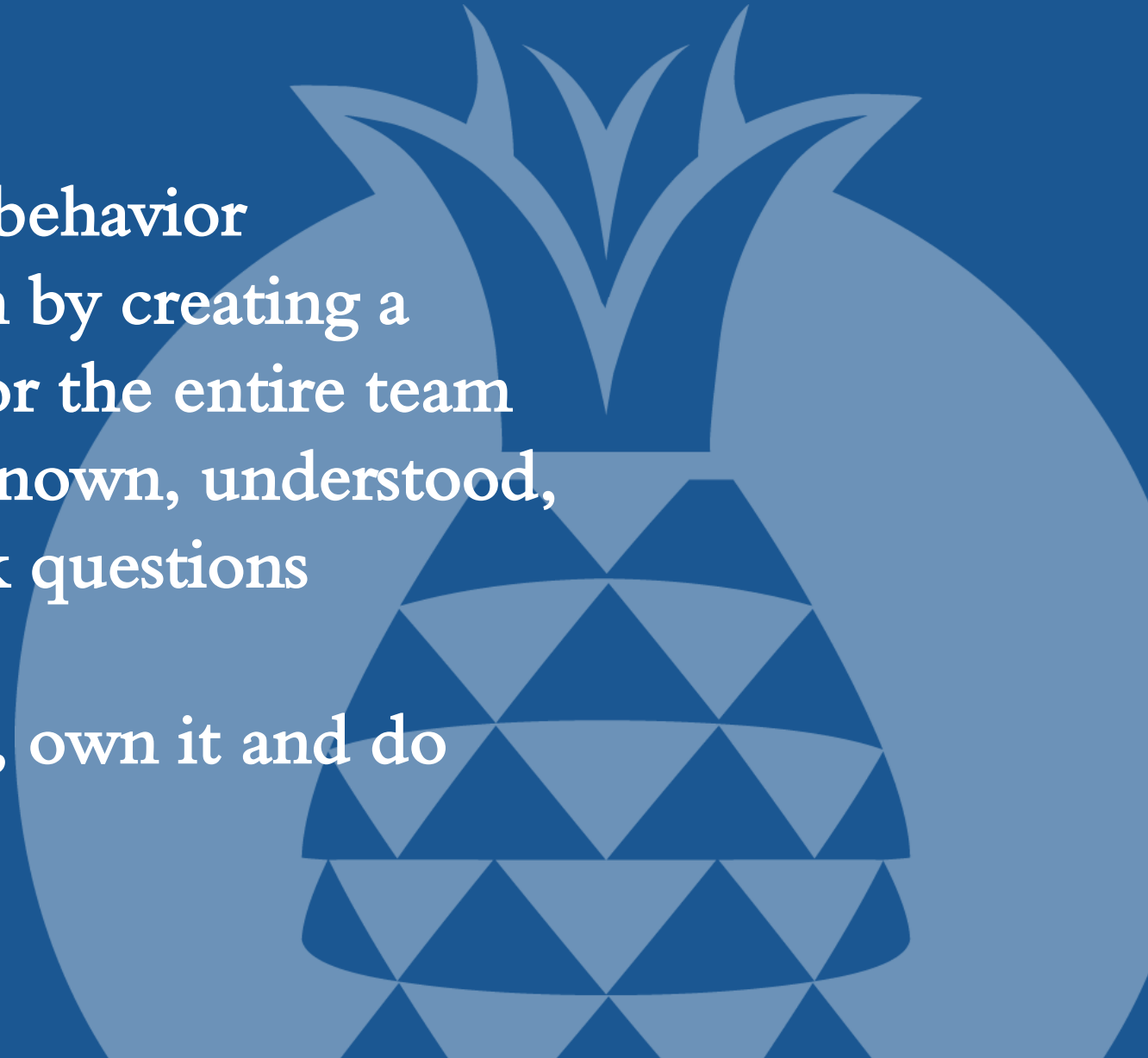
Here are a few principles from the CDM, CFPP Code of Ethics*:

“The CDM, CFPP...”

- 3) ...fulfills professional commitments in good faith.
- 4) ...conducts himself/herself with honesty, integrity and fairness.
- 16) ...voluntarily withdraws from the professional practice if personal circumstances could negatively affect or harm the client or organization that serves the client.”

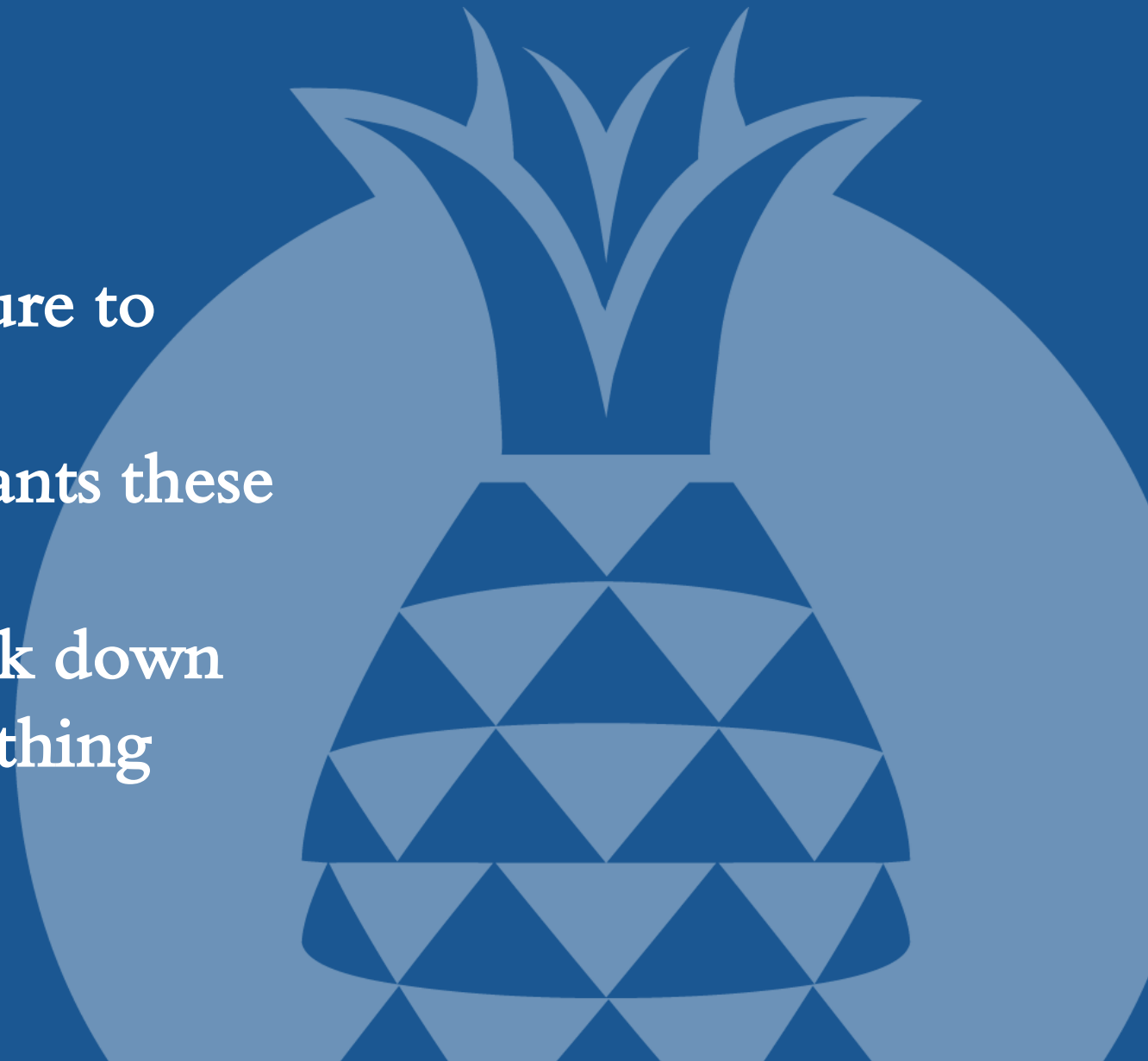
Ethics in the workplace

1. You are responsible for your behavior
2. You support the organization by creating a positive, ethical workplace for the entire team
3. Company policy should be known, understood, and you have the right to ask questions
4. Lead by example
5. If you see unethical behavior, own it and do something about it



Ethics in the workplace

6. If you need to report it, be sure to document it in full
7. Know how your company wants these reports delivered
8. Be courageous and don't back down
9. Stand up for doing the right thing





WHY IT MATTERS

Ethics Drives Behavior

- People want to be in ethical environments*
- Creates integrity in team members

*2018 Business Ethics Survey - University of Redlands



It is an Essential Skill

- Honesty attracts honest team members
- Social Media amplifies the message both ways
- Good PR for a business



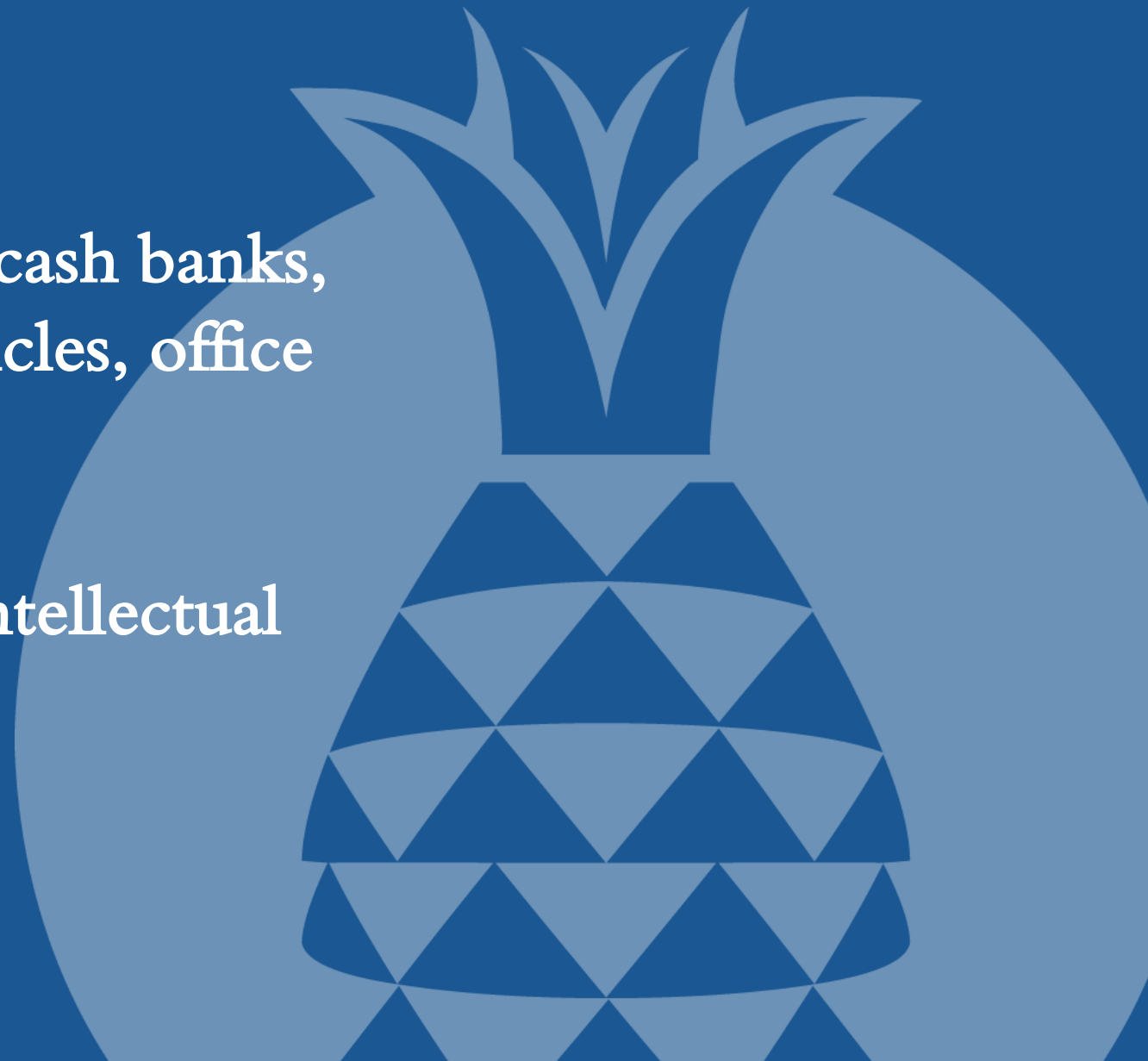
Helps the Bottom Line

- Reduces Loss
- Increases Brand Loyalty
- Less Workplace Abuse
- Staff & Customers are Pro-Ethics



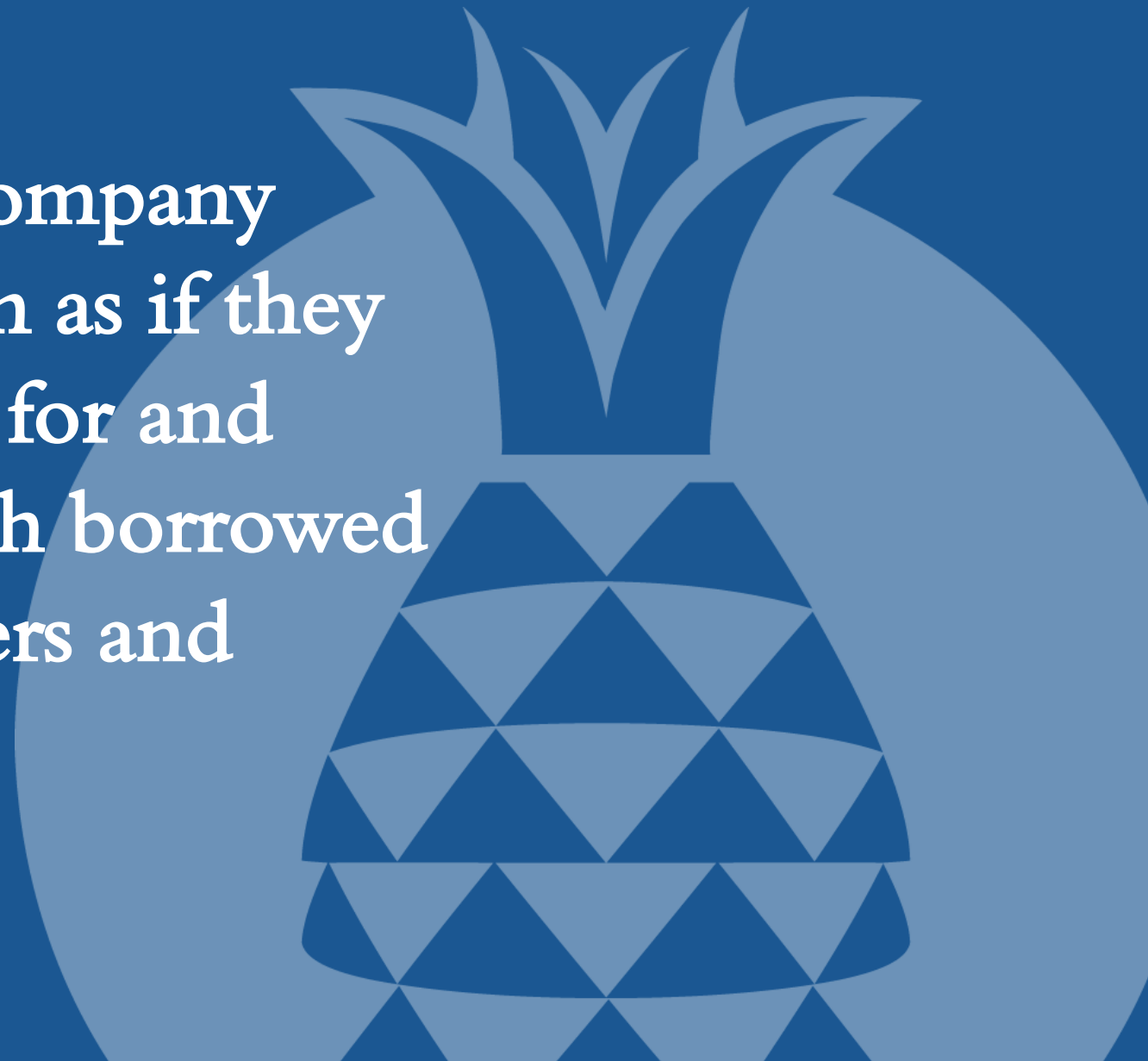
Workplace Assets

1. Inventory items, equipment, cash banks, real estate, IT hardware, vehicles, office supplies
2. A customer's records, files, intellectual property



Workplace Assets

You are responsible for company assets and must treat them as if they are yours to protect, care for and manage as you would with borrowed items from family members and friends.





HOW IT INCREASES SUCCESS

An Honest Approach

- The death of the Ford Pinto
- Tylenol Recall in 1981



Doing Good is Good Business

- TOMS® Shoes & Social Responsibility
- Actions have short vs. long term results
- Transparency is strength



Doing the Right Thing

- Makes work easier for yourself
- Helps manage ups & downs
- Builds trust



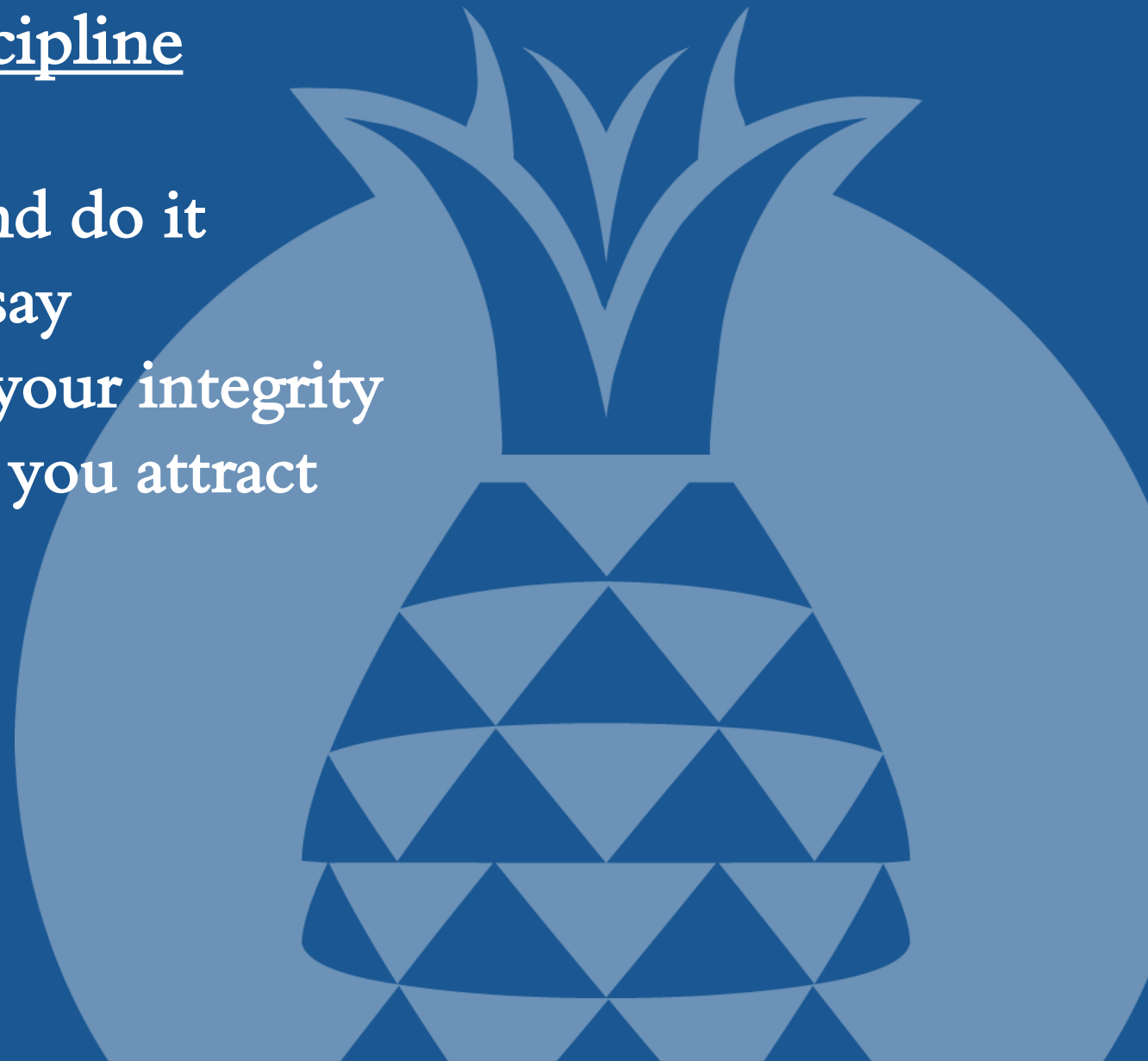
Ethical Behavior takes Self-Discipline

1. Just decide to follow rules of ethical behavior
2. Understand company policy and align your actions with it
3. Be accountable for your actions
4. Continue to educate yourself on the subject and practice it
5. Take responsibility for your actions and avoid gossip or misuse of company assets



Ethical Behavior takes Self-Discipline

6. Set goals for your behavior and do it
7. Be reliable and do what you say
8. Don't let peer pressure sway your integrity
9. By applying ethical behavior, you attract like minded people
10. Persist and don't give up





BUILD A BETTER CULTURE

Building Culture Begins with a Moral Compass

- Empathy
- Understanding
- Relationship vs. Task



Better Culture at work

- Giving individuals “voice”
- Being neutral & transparent in decision making
- Conveying trustworthy motives



Better Teamwork

- Being Fair
- Respect of Staff
- Lower Turnover
- Help Motivate
- Improve Productivity



Six Ethical Pillars for a Solid Character Foundation*

*Global Ethics Solutions – November 25, 2020

<https://www.youtube.com/watch?v=JdAscJNucNY>





WHERE TO GO FROM HERE



YOUR PLAYBOOK

- Re-read CODE OF ETHICS for the CDM, CFPP issued by the CBDM
- Share the CODE OF ETHICS with your staff
- Include **Business Ethics** information in your In-services annually
- Check with leadership and HR to review your organization's P&P on Ethics
- Share your company policy on Ethics with your staff and use it for onboarding



YOUR PLAYBOOK

- When problem solving, think about the short term and long term impact
- Schedule regular meetings with staff to connect and build relationships
- Be a lifelong learner
- Support your team with continuing educational opportunities
- You get what you push! Celebrate the good deeds of your staff!
- Always remember that the staff watch your actions to see that you practice what you preach

Thank you!

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Pineapple Academy™