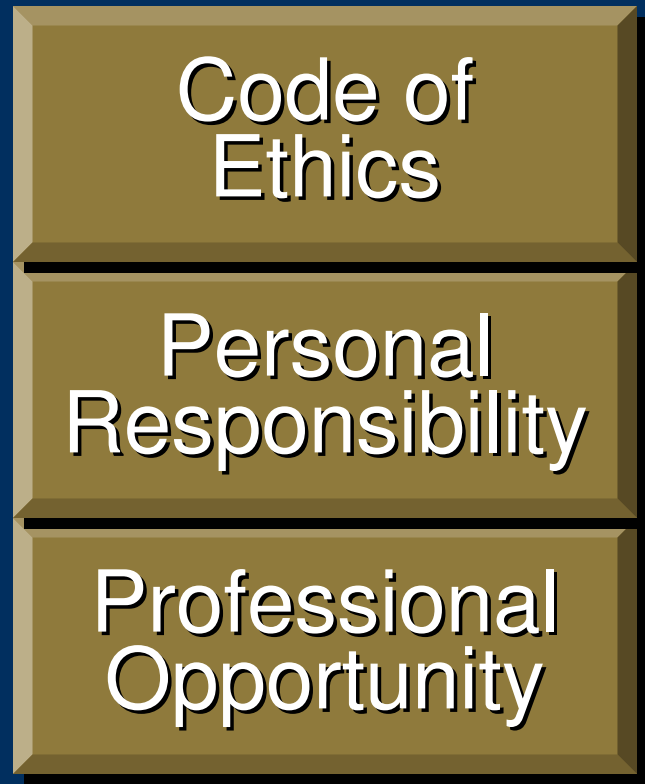


PRSA Public
Relations
Society of
America

ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

Ethics and Leadership: Ingredients of Excellence



Ethics and Leadership: Ingredients of Excellence



Brief History

- 1950 First code written
- 1959 Enforcement provisions
- 1962 Grievance Board
- 1983 B.E.P.S.
- 2000 Code rewritten

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Revised Code of Ethics

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A Reasoned Approach:

- Individual Matter
- Performance Counts
- Practice Makes Perfect

Code of Ethics Transition

Original

Revised

Compliance



Integrity

Enforcement



Inspiration

Punishment



Motivation

Directive



Educational

Secretive



Open

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New Code Values

- Advocacy
- Honesty
- Expertise
- Independence
- Loyalty
- Fairness

New Code Provisions

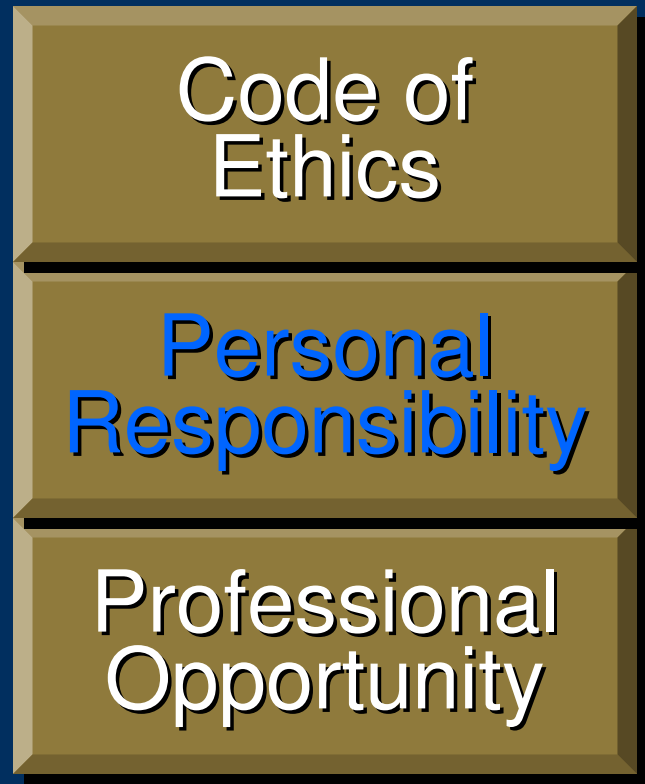
- Free Flow of Information
- Competition
- Disclosure of Information
- Safeguarding Confidences
- Conflicts of Interest
- Enhancing the Profession

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Implementation of the Code

- Board of Ethics and Professional Standards (BEPS)
- BEPS Liaisons to Districts
- Chapter Ethics Officers
- Personal Responsibility

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Professional Standards Advisories

- Full disclosure of employer
- Inflated billings
- Political front groups
- Reporting questionable behavior
- Telling the truth, especially in wartime

Your Moral Compass



- Ask and encourage questions
- Look at the choices
- Identify appropriate behavior

Ethics Decision-making Guide

1. Define the issue/conflict
2. Identify influencing factors
3. Identify key values
4. Identify defining parties
5. Select guiding principles
6. Make a decision, justify it

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Can Ethics Be Taught?

- Yes.
- Early and Often.
- Must be reinforced.
- Business schools not there, yet.
- Key element: Public Trust.

How can corporate America regain public trust?

“No single act can do it. But a collection of things – reporting requirements, corporate governance, a move away from the imperial CEO – will add up.”

*Andy Grove
Intel*

How can corporate America regain public trust?

“It would take only a dozen major CEOs to give the business community a good chance of rebuilding its reputation.”

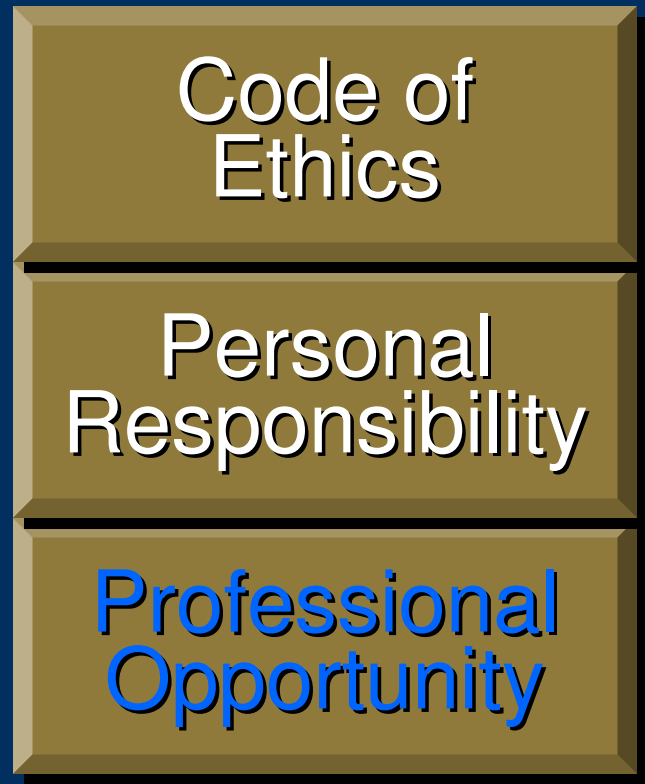
Jeffrey Garten
Author

How can corporate America regain public trust?

“Integrity is about setting guidelines in three areas: work, behavior and relationships. These are concepts PR practitioners can understand and dig into, and where they can provide extraordinary language and message leadership to their organizations.”

Jim Lukaszewski
Crisis counselor, BEPS co-chair

Ethics & Leadership: Ingredients of Excellence



Chief (fill in the blank) Officer

- Reputation
- Integrity
- Risk
- Trust
- Counseling
- External opinion
- Internal opinion
- Accountability
- Conscience
- Etc.

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Identifying the “Wrong” Ethical Behavior

- Lax Control
- Under-reporting or failing to report infractions
- Overlooking bad behavior/actions
- Permitting questionable methods
- Principled organization pipe dream
- Structuring compromising incentives
- Ignoring rogue behavior

Fostering the “Correct” Ethical Behavior

- Openness
- Truthfulness
- Responsiveness
- No secrets
- Engagement

Creating the Ethical Imperative

- Written code of ethics
- Employee commitment
- Employee training
- Discipline process
- Full disclosure
- Building expectations
- Top management leadership

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The Challenge

Where does your moral compass point?



Are you up to the challenge?

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