

INTRODUCTION FOR THE MATRIX OF ETHICAL DILEMMAS

This document was created as a method of contrasting common professional, business, and client questions with elements of the new code. It is presented here without discussion, but rather as a guide for discussion and thinking about ethical behavior.

As you gain experience with the Code as a practitioner, the Board of Ethics and Professional Standards would appreciate hearing about ethical dilemmas for addition to this matrix and about the impact of our new *Code of Ethics 2000*.

For those of you who have had experience with the various ethical dilemmas mentioned in the matrix, your fellow practitioners would appreciate any information you might care to share about that experience and the processes you went through to make the decisions you ultimately chose. Please E-mail those experiences to judy.voss@prsa.org , or to any member of the BEPS committee.