

Lesson 8: Business Ethics

From The Ground Up

The problem

What you want

You really, really, really want to make money.

What's the problem

There are many ways to make money. You can work hard-but success is not always quick in coming.

What you don't want

The opportunity to steal, lie, and cheat will be there.

Staying Strong

Stronger than the Temptation to
be Unethical

Morals.

Remember what you
stand for. There is value
beyond having money
that should make you
stand proud.

Staying Strong

Stronger than the Temptation to
be Unethical

Mentor.

Keep yourself in a position where you are looked up to. Knowing that your actions have a deeper impact will keep you in check.

Staying Strong

Stronger than the Temptation to
be Unethical

Transparency.

Make sure that you are
not in the position to
make unethical business
decisions without any
oversight.

Staying Strong

Stronger than the Temptation to
be Unethical

Motivation.

Keeping yourself
motivated with
inspirational quotes,
talks, and videos will
keep your spirits high
even when the going gets
— tough.

Staying Strong

Stronger than the Temptation to
be Unethical

Solidarity.

Work with people who
have values that you
respect. Together, make
a mission statement
based on your values and
abide by those values in
___ all your business
dealings.

Ethics Review Board

Define Your Values

Mission Statement

Write a clear statement of goals for your company, and the values you hold dear. Include honesty, hard-work, transparency, and all other work-ethic values that are dear to you.

Write a Code of Conduct

Employee Contract

Write a clear code of expectations for the way you and your entire company will conduct yourselves in all business matters. Include

Establish an Ethics Committee

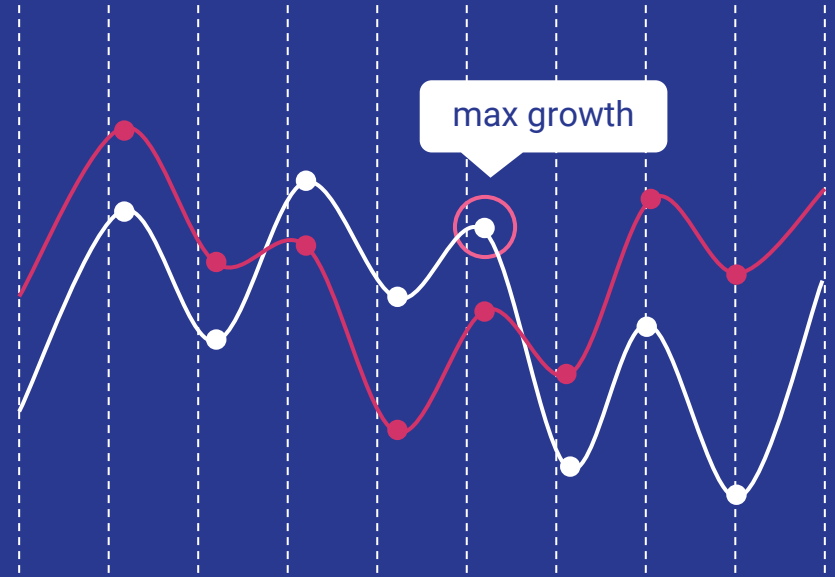
External Review Board

There may be a time where the ethics involved in a business decision are questioned. Appoint someone outside the business to review your actions. This leaves you responsible to someone for your actions.

Implementation

Sealed Survey

Write down three values that are important to you personally. These should be values you hope people will respect that you uphold. These are also values that you should look for in business partners.



Bias in Business

Who would you sooner do
business with?

Is that a fair or a *biased* opinion?



Consider

If you only did business with people who

Look Like You

Dress Like You

Speak Like You

Believe Like You

What Kind Of Opportunities Are We Closing The Door On?



Great companies are INCLUSIVE
Great companies are DIVERSE

(IT'S KINDA WHAT MAKES 'EM SO GREAT)

“Clean Money” Vs. “Dirty Money”

Not all Money is Created Equal

What kind of money is this?

1. You purchase diamonds from a war zone. You make a LOT of profit but the money you pay is used to fuel more violence and death.
2. You sell illegal goods such as drugs and endangered species.
3. You find an accountant who has a “special way” to do taxes so that you walk away with a lot more in your pocket.

4. You sell a cheap toy for triple the price to gullible resellers.