

# The Oklahoma Business Ethics Consortium



ENTERING OUR TENTH YEAR OF PROMOTING OKLAHOMA VALUES OF INTEGRITY AT WORK!

BE THE DIFFERENCE · WWW.OKETHICS.ORG

## AGENDA • AUGUST 22, 2013 • TULSA CHAPTER | UPCOMING EVENTS

### I. Welcome

*Lynn Flinn, The Rowland Group,  
OK Ethics Tulsa Chapter Founder*

### II. Kudos

- Flagships: Many thanks to **Devon, Hobby Lobby, Kimray, Inc. and Hyde & Company, BKD, LLC, Retirement Investment Advisors and Public Strategies** for being the first companies to renew their memberships!

#### New Members:

- **Horizon:** Oklahoma Department of Commerce
- **Leading:** General Tommy Franks Leadership Institute and Museum; Oklahoma Teachers Retirement System
- **Frontier:** 1-180 Squadron, OK Army National Guard; CAP Tulsa; United Methodist Foundation; Feed The Children, Inc.; Oklahoma City Chapter of the Institute of Management Accountants; PMI Oklahoma City Chapter; REI Oklahoma

### III. Announcements

**Membership Drive Begins  
Goal is 1,000 members by  
October 1st!**

Currently, we are at 873 individual members (655 in OKC and 218 in Tulsa) representing more than 200 companies.

(See page 4 for list of membership costs and benefits.)

### IV. Upcoming Events

*Shannon Warren, Founder,  
OK Ethics*

### V. Guiding Principle and Introduction

*Michael Oonk, American  
Bank and Trust*

### V. Keynote

*Lori Tansey Martens,  
President and Chief Executive Officer,  
International Business Ethics Institute*

**Did you know that 501c3, non-profit organizations can join for free at the Frontier level?**

## INTEGRITY WINS: FACING "THE HERD"

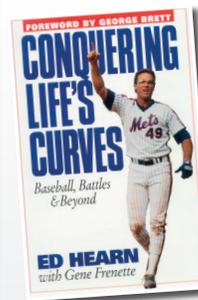


Presented by **Mick Ukleja, Ph.D.**  
co-author of  
*The Ethics Challenge:  
Strengthening Your  
Integrity in a Greedy  
World*

**Recommended for 1 CPE  
in Ethics at the basic level.**

**Thursday, September 26, 2013  
11:30AM-1:00PM**

**The Doubletree Hotel  
Downtown Tulsa**



## CONQUERING LIFE'S CURVES

Presented by **Ed Hearn, CSP**  
World Series Champion  
New York Mets, Kansas  
City Royals, Author –  
*Conquering Life's Curves*

**Recommended for 1  
CPE in Ethics at the  
basic level.**

**Thursday, October 24, 2013  
11:30AM-1:00PM**

**The Doubletree Hotel  
Downtown Tulsa**

**Vision: To be recognized as a statewide and national forum for promoting business ethics.**

PINNACLE MEMBERS		NAVIGATOR MEMBERS		MEDIA ALLIES		STAR MEMBERS	

# BUILD A LEGACY OF INTEGRITY...

## **HELP OK ETHICS RECRUIT NEW MEMBERS. HERE'S HOW:**

- Invite two qualified[i] guests from the business or government sector who share our purpose of promoting Oklahoma values of integrity at work.
- OK Ethics will pick up the tab for those two guests, so long as they attend the September event.
- Encourage (no pressure) guests to join OK Ethics by the end of October.
- The member who brings in the most new membership revenue will be honored at the tenth anniversary gala.

[i] Qualified guests have not attended an OK Ethics event before and must not be employees of current member companies.

(See the Who's Who section of the *okethics.org* website for a list.)

## **JOIN THE TEAM:**

Want to be part of the recruiting team that helps OK Ethics flourish? Talk to these leaders below:

- In Tulsa, contact James Kelley with The Rowland Group at [james@rowland-group.com](mailto:james@rowland-group.com) or call (918) 836-1900.
- In OKC, contact Lynda Mobley with Oklahoma Natural Gas at [Lmobley@ong.com](mailto:Lmobley@ong.com) or call (405) 551-6774.

## **HELP WANTED**

**PRINTING AGENDAS:** *We need a volunteer who can donate the paper and print agendas for the monthly meetings.*

**RECRUITERS FOR MEMBERSHIP COMMITTEE:** *Friendly members who are plugged into the community are needed to assist in membership efforts with James Kelley of The Rowland Group by introducing new folks to the great benefits that OK Ethics has to offer. Call James at (918) 836-1900 if you are interested in joining this group.*

**REGISTRATION TEAM:** *A pool of back-up registration team members are needed to serve on the Pre-paid Registration Team for special events. To indicate interest, please see Lynn Flinn after the event or contact Lynn at [lynn@rowland-group.com](mailto:lynn@rowland-group.com).*

**TENTH ANNIVERSARY GALA:** *Volunteers needed to spearhead and manage this milestone event this fall. Contact Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net) if you want to help.*



**Like us on Facebook.**



# REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.

## VOLUNTEER APPRECIATION:

OK Ethics relies primarily on volunteers to achieve the organization's successful pursuit of Oklahoma's values of integrity at work. It takes leadership and teamwork to host these exciting events and we salute your dedication in achieving OK Ethics' mission! Listed below are today's volunteers who consistently provide service to our members:

## AMBASSADOR TEAM:

These friendly people welcome our guests each month and assist in helping them locate seats. They also arrive early to help distribute agendas and assist with name tags.

<b>Doyle Paden</b>	<i>Community Volunteer</i>	<i>Chief Ambassador</i>
<b>Tom Clatfelder</b>	<i>Community Volunteer</i>	<i>Ambassador</i>

## REGISTRATION TEAM:

These dependable individuals diligently record our guests' attendance and handle the collection of fees:

<b>Alicia Goodloe</b>	<i>Bama Companies</i>	<i>Registration</i>
<b>Jan Laub</b>	<i>Twin Foods</i>	<i>Registration</i>
<b>David Christie</b>	<i>Bama Companies</i>	<i>Registration &amp; Treasury</i>
<b>Michele Williams</b>	<i>Community Volunteer</i>	<i>Registration</i>

## SPECIAL INITIATIVES:

<b>Susie Wellendorf</b>	<i>Wellendorf Communications</i>	<i>PR</i>
<b>Michael Oonk</b>	<i>American Bank and Trust</i>	<i>Facilities &amp; Logistics</i>
<b>Lynn Flinn</b>	<i>The Rowland Group</i>	<i>Tulsa Chapter Founder &amp; Programs</i>
<b>James Kelley</b>	<i>The Rowland Group</i>	<i>Membership</i>
<b>John Stancavage</b>	<i>The Tulsa World</i>	<i>Programs</i>
<b>Susan Pate</b>	<i>Stinnett &amp; Associates</i>	<i>Accountant</i>
<b>Jalisha Petties</b>	<i>OK Ethics (Staff)</i>	<i>Member Care Coordinator</i>

## MANY THANKS TO OUR HORIZON MEMBERS:





# OK ETHICS 2013–2014 MEMBERSHIP DUES & BENEFITS

Please note that dues are effective during the fiscal year that begins October 1, 2013 and ends September 30, 2014. OK Ethics does not typically prorate dues, except during the last quarter and only by special permission from the OK Ethics Board and/or Founder. Occasionally, OK Ethics may offer workshops or programs that are not necessarily included in the price schedule below.

## Pinnacle Membership

Dues \$10,000

**REGULAR OPTION:** Highest level of involvement that includes *sixteen pre-paid memberships* with *premium seating* for every regular monthly program. *Inclusion in the annual Compass Awards banquet. An extra eight seats will be provided for the special ten-year anniversary gala.*

See “Benefits” section below for additional details. Also, please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

**ENHANCED OPTION:** This level includes an option for the company to allow up to eight additional seats (or fewer as specified) to be used by students who are involved in ethics initiatives on their campuses. This is more than the sixteen reservations per month for the seats reserved for the company’s members. Please note that empty corporate seats will be filled first by company representatives and any extras will be donated for students to use. As a convenience, if your company exceeds the regular allotment of sixteen guests per meeting including students, OK Ethics will bill your company for additional attendees at the end of the fiscal year (September 30, 2014).

### MEMBER BENEFITS:

- *Reserved premium seating* defined as those seats closest to the podium.
- Includes up to **20 seats at special workshops, exclusive dinners/breakfasts with speakers or bonus programs** as offered per year as well as **an additional 8 seats at the special ten-year anniversary gala and membership recognition event.** (Note: Does not include additional seats at Compass Awards.)
- **Logos featured on table tent cards** at monthly events.

- Company will be prominently listed as a *flagship company* in special commemorative ten year anniversary publication circulated throughout the Oklahoma business community. (Membership commitment must be made by 9/30/2013 to be included)
- Company logo will be prominently featured on the revised Home Page and “Who’s Who” of OK Ethics website and customary communiqués, including meeting notices and agendas.
- \$500 earmarked in your company’s name to support university and college initiatives including an opportunity to support Oklahoma’s winning teams in the Regional Ethics Bowl Regional Competition in San Antonio.
- Inclusion in the annual Compass Awards banquet.
- Special commemorative presented to your company acknowledging your meaningful support of OK Ethics’ initiatives.

## Navigator Membership

Dues \$8,000

**REGULAR OPTION:** Includes *sixteen pre-paid memberships* for participation in every regular chapter activity. *Inclusion in the annual Compass Awards banquet. An additional eight seats will be provided for the special ten-year anniversary gala.*

See “Benefits” section below for additional details. Also, please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

**ENHANCED OPTION:** This level includes an option for the company to allow up to eight additional seats (or fewer as specified) to be used by students who are involved in ethics initiatives on their campuses. This is more than the sixteen reservations per month for the seats reserved for the company’s members. Please note that

empty corporate seats will be filled first by company representatives and any extras will be donated for students to use. As a convenience, if your company exceeds the regular allotment of sixteen guests per meeting including students, OK Ethics will bill your company for additional attendees at the end of the fiscal year (September 30, 2014).

### MEMBER BENEFITS:

- Company will be prominently listed as a *flagship company* in special commemorative ten year anniversary publication circulated throughout the Oklahoma business community. (Membership commitment must be made by 9/30/2013 to be included)
- Company logo will be prominently featured on the revised Home Page and “Who’s Who” of OK Ethics website and customary communiqués, including meeting notices and agendas.
- \$500 earmarked in your company’s name to support university and college initiatives including an opportunity to support Oklahoma’s winning teams participate in the Regional Ethics Bowl Regional Competition in San Antonio.
- Crystal obelisk presented to your company acknowledging your meaningful support of *OK Ethics’ initiatives.*

## Oklahoma Star Membership

Dues \$5,500

**REGULAR OPTION:** A prominent level of involvement that includes *eight pre-paid seats at special reserved tables* for participation in every regular chapter activity. *Inclusion in the annual Compass Awards banquet and four extra seats for the special ten-year anniversary gala.*

Please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

(Continued from Page 4)

**ENHANCED OPTION:** This level includes an option for the company to allow up to **four additional seats** (or fewer as specified) to be used by students who are involved in ethics initiatives on their campuses. This is more than the eight reservations per month for the seats reserved for the company's members. Please note that empty corporate seats will be filled first by company representatives and any extras will be donated for students to use. As a convenience, if your company exceeds the regular allotment of eight guests per meeting including students, OK Ethics will bill your company for additional attendees at the end of the fiscal year (September 30, 2014).

#### MEMBER BENEFITS:

- Company will be prominently listed as a **flagship company** in special commemorative ten year anniversary publication circulated throughout the Oklahoma business community. (Membership commitment must be made by 9/30/2013 to be included)
- Featured in "Who's Who" of OK Ethics website as well as routine communiqués, including meeting notices and agendas.
- Company will be routinely highlighted on the home page of the OK Ethics website.
- \$500 earmarked in your company's name to support university and college initiatives including Oklahoma's winning teams that participate in the Regional Ethics Bowl Competition held in San Antonio.

**\*\*NEW\*\*** Special crystal star obelisk presented to your company acknowledging your meaningful support of OK Ethics' initiatives.

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### Horizon Membership

**Dues \$3,500**

Includes **eight pre-paid memberships** for participation in most chapter activities with the *exception of the Compass Awards banquet* and special bonus workshops.

*Please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.*

- Eight seats provided for the special tenth anniversary gala.

- Convenience of reserved seating for all programs, except the annual Compass Awards event.
- Featured in "Who's Who" page on OK Ethics website.
- Special plaque presented to your company acknowledging your meaningful support of OK Ethics' initiatives.

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### Leading Membership

**Dues \$1,500**

Includes two pre-paid memberships for participation in all chapter activities except bonus workshops.

- Includes attendance at the annual Compass Awards event and the special tenth anniversary gala.
- Featured in "Who's Who" of OK Ethics website.

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### Trailblazer Membership

**Dues \$500**

Includes one pre-paid membership for participation in all regular chapter activities, *except* special bonus workshops and the annual Compass Awards.

- Mentioned in "Who's Who" on OK Ethics website.

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### Frontier Membership

**Dues \$400**

Eight members from your company will receive discounts on meals for participation in most chapter activities. *Note that this category may exclude discounts for the annual Compass Awards and special bonus workshops.* (See Horizon or Star membership categories for upgrades.)

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### Non-Profit Membership

**Dues \$0**

As a special service to the community, OK Ethics offers free Frontier memberships to non-profit organizations and staff. The only thing we ask in return is that you help us by promoting our organization to your members.

*Please note that our primary purpose remains a discussion of ethical behavior in the workplace. Although networking is an additional benefit of these discussions, guests are asked to refrain from using this as a sales forum.*

- Eight members from your organization will receive discounts on meals for participation in most chapter activities. Note that this category may exclude

discounts for the annual Compass Awards and special bonus workshops. (See Horizon or Star membership categories for upgrades.)

- Mentioned in "Who's Who" of OK Ethics website.

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### Scout Membership

**Dues \$75**

Individual receives discounts on meals for participation in most chapter activities. Note that this category may exclude discounts for the annual Compass Awards and special bonus workshops.

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### Retiree Membership

**Dues \$25**

- In recognition for the valuable volunteer services provided by our retirees, OK Ethics offers a discount to retirees who are actively involved in our activities.
- Individual receives discounts on meals for participation in most chapter activities. Note that this category may exclude discounts for the annual Compass Awards and special bonus workshops.

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### Transitional Membership

**Dues \$0**

- As a special service to the community during these challenging economic times, OK Ethics will offer a free Scout membership to anyone who has been laid off from a professional capacity position.

*Please note that our primary purpose remains a discussion of ethical behavior in the workplace. Although networking is an additional benefit of these discussions, guests are asked to refrain from imposing job requests or resumes on other participants unless invited to do so.*

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### Student Membership

**Dues \$0**

Students with member schools may join for free. For more information, consult your campus' advisor. Others may join at the Scout level.

*Please note that our primary purpose remains a discussion of ethical behavior in the workplace. Although networking is an additional benefit of these discussions, guests are asked to refrain from imposing job requests or resumes on other participants unless invited to do so.*

HELP GET THE WORD OUT: PLEASE POST THIS ON YOUR COMPANY'S BULLETIN BOARD

## UPCOMING TULSA EVENTS

### INTEGRITY WINS: FACING "THE HERD"

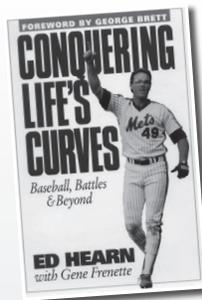


Presented by  
**Mick Ukleja, Ph.D.**  
co-author of  
*The Ethics Challenge:  
Strengthening Your  
Integrity in a Greedy  
World*

*Recommended for 1 CPE  
in Ethics at the basic level.*

Thursday, September 26, 2013  
11:30AM-1:00PM

The Doubletree Hotel  
Downtown Tulsa



### CONQUERING LIFE'S CURVES

Presented by  
**Ed Hearn, CSP**  
World Series Champion  
New York Mets, Kansas  
City Royals, Author –  
*Conquering Life's Curves*

*Recommended for 1 CPE  
in Ethics at the basic  
level.*

Thursday, October 24, 2013  
11:30AM-1:00PM

The Doubletree Hotel  
Downtown Tulsa

### THE LEADERSHIP EDGE



Presented by  
**Gael O'Brien**  
Entrepreneur  
Magazine's  
The Ethics Coach

Thursday, January 9, 2014  
11:30AM-1:00PM

The Doubletree Hotel  
Downtown Tulsa

## UPCOMING OKC EVENTS

### THE TRUST DEFICIT: BREAKING THE CODE OF SILENCE.



Presented by  
**Keith Darcy**  
Executive Director  
of the Ethics and  
Compliance Officer  
Association

*Recommended for 1 CPE in  
Ethics at the basic level.*

Wednesday, September 11, 2013  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

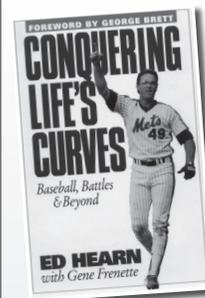


**DAVID MYERS**  
former controller of  
telecommunications  
giant WorldCom

Presented by Oklahoma City Chapter of the IMA, the  
University of Central Oklahoma College of Business,  
and UCO ETHICS (OK Ethics Student Chapter)

Tuesday, September 17, 2013  
11:30AM-1:00PM

University of Central Oklahoma  
Nigh University Center, Ballroom A



### CONQUERING LIFE'S CURVES

Presented by  
**Ed Hearn, CSP**  
World Series Champion  
New York Mets, Kansas  
City Royals, Author –  
*Conquering Life's Curves*

*Recommended for 1 CPE  
in Ethics at the basic  
level.*

Wednesday, October 9, 2013  
11:30AM-1:00PM

Jim Thorpe Museum and  
Oklahoma Sports Hall of Fame  
Oklahoma City

### SPIRITUAL INTELLIGENCE: LEADERSHIP EDGE

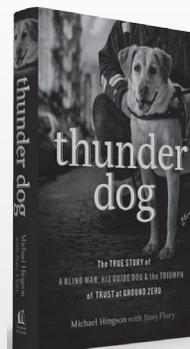


Presented by  
**Gael O'Brien**  
Entrepreneur  
Magazine's  
The Ethics Coach

Wednesday, January 8, 2014  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

### TRUST, TEAMWORK & THUNDERDOG'S TRIUMPH



Presented by  
**Mike Hingson**  
Best Selling Author  
and Inspirational  
Speaker

Thursday,  
February 6, 2014  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

**SEE ALL UPCOMING  
EVENTS AND  
DESCRIPTIONS AT  
OKETHICS.ORG.**

# GUIDING PRINCIPLES

Adopted July, 2004

To ensure that the Consortium fosters positive characteristics of integrity in the successful achievement of its goals, these Guiding Principles were discussed and adopted (with revisions) during a milestone planning session held by Consortium leaders in Stroud on June 18, 2004. These principles were developed based on the Character First's values and philosophies.

## RESPONSIBILITY TO SELF AND OTHERS

### Service

- Passion for promoting ethics and integrity
- Encouraging the promotion of ethical behavior through personal actions and
- Sharing ideas and resources
- Responsibility and accountability for fulfilling the mission of the Consortium.

### Collaboration

- Achievement of common goals through the promotion of ethical, mutually beneficial relationships
- Service to the Consortium over promotion of self-interest
- Cooperation emphasized over competition in promoting ethical business conduct
- Members collaborate by being constructively engaged in discussions regarding ethics
- Seeking consensus in interactive discussions regarding ethical matters.

### Respect

- Members may become aware of confidential information shared by others in an effort to determine an ethical course of action. We ask members to be sensitive in recognizing and respecting the efforts made toward achieving ethical behavior. In that vein, public disclosure of this information is discouraged.
- We respect other members and the process by:
  - Exhibiting listening skills and actively listening to discussions
  - Being open to other points of view and outcomes
- We are an inclusive organization and demonstrate this by welcoming members who are in different stages of learning as applied to ethical behavior.

## LEAD WITH INTEGRITY

### Dependability

- Members are asked to demonstrate their support of this initiative by consistently attending meetings.

### Initiative

- Recruiting other members who have demonstrated a desire to promote ethical behavior in their organizations.
- Recognizing what needs to be done to help promote the Mission of the Consortium and taking action to assist in that effort.

### Honor

- Members are asked to honor the Consortium through the practice of integrity and ethical behavior in their business dealings.
- We express gratefulness to our hosts, sponsors and speakers; as well as to those whose volunteer service makes OK Ethics a stronger organization.
- Realizing that each of us is in a mode of continual learning, we demonstrate humility, care and compassion when sharing our thoughts and knowledge.

### Courage

- Speak the truth with confidence and encourage others to do the same.

## INSPIRE TRUST

**We serve and promote the cause of truth with integrity, objectivity and fairness to all persons.**

- We hold ourselves accountable by consistently honoring our word.
- We extend trust abundantly to those who have earned it.
- Trust, once earned, will not be taken for granted, manipulated or abused.

**Visit [okethics.org](http://okethics.org) for resources, videos, articles and to see who's who.**



# OVERCOMING CULTURAL BARRIERS TO INTEGRITY

**Presented by Lori Tansey Martens**  
President & Founder, International Business Ethics Institute, Washington D.C.

*Ever have trouble explaining something that you believe is morally important to someone who doesn't understand? It is possible that they may be as frustrated as you are. Cultural influences, whether due to regional customs, religious beliefs, traditions or societal factors, can create barriers in working together to find the right path to follow.*

*In addition, Ms. Martens will be discussing the importance of going beyond what is typically known in companies as compliance toward understanding the spirit behind corporate ethics policies.*

*Recommended for 1 CPE in Ethics at the basic level. Program is suitable for any business leader desiring to learn more about international ethics and promote integrity in the workplace.*

Lori Tansey Martens is a leading authority on international business ethics and has been recognized as a contemporary American opinion leader. Active in the field of business ethics for almost 20 years, Ms. Tansey Martens frequently travels the world over speaking on matters of business ethics and has been quoted in publications including the New York Times, Guardian, Investor's Business Daily, USA Today, and Business Ethics Magazine. She has also appeared on such news broadcasts as CNN's Lou Dobbs Tonight, the Nightly Business Report, and CNN Financial News. She has conducted ethics training programs throughout the world, including Africa, the Asia Pacific, Eastern and Western Europe, and Latin and North America.

As founder and chief executive officer of the International Business Ethics Institute, Ms. Tansey Martens is responsible for overall management of the organization. Her primary responsibilities include managing and directing the Institute's research and educational activities designed to promote responsible international business practices. Additionally, she advises corporate CEOs and Ethics and Compliance Officers on policies and management systems to promote improved ethical standards, and oversees

organizational assessments and senior level ethics education and training.

Previously, Ms. Tansey Martens served as Director of Advisory Services and Executive Director at the Ethics Resource Center. While at the Ethics Resource Center, Ms. Tansey Martens conceived of and launched the first National Business Ethics Survey which has since become the leading benchmark survey in the field of ethics today.

Ms. Tansey Martens began her professional career in Procter & Gamble's highly regarded brand management organization. While at Procter & Gamble, she supervised product lines totaling over U.S. \$100 million, developed one of the highest scoring new product concepts in the company's history, and participated in the development of an award-winning national advertising campaign. She led interdisciplinary teams composed of Research and Development, Finance, Sales, Engineering, and Manufacturing.

Ms. Tansey Martens graduated cum laude in Political Science with a concentration in International Relations from Duke University. She is also a graduate of the European Community Law Program at King's College, London, England.

## **GENERAL PROGRAM DISCLAIMERS:**

**LEGAL:** Members of the Oklahoma Business Ethics Consortium frequently share information concerning various issues and developments that may have legal implications. The discussions, commentary, and handouts at Consortium meetings or presentations to other organizations are for general informational purposes only. They cover only some aspects of the subject topic, and do not constitute a complete legal analysis of the topic or how it might apply to any particular set of facts. Before taking any action based on information presented during a Consortium event, participants are encouraged to consult a qualified attorney.

**CPE'S:** From time to time, Continuing Professional Education credits are offered. Because OK Ethics relies heavily on volunteers to provide these, we do not have the manpower to send certificates after the program is completed.

## **REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.**

We do not have the manpower to issue later.

**PHOTOGRAPHY:** Occasionally, photos of the event are made and these may be posted on the OK Ethics website or Facebook page. By attending the program, participants tacitly understand and agree to this process. If preferences are otherwise, please notify us at okethics@yahoo.com or call (405) 889-0498 and we will be happy to comply with your wishes.

## **PRESENTATION STANDARDS:**

The observations and comments of presenters at Consortium meetings and networking are the views and opinions of the presenter and do not constitute the opinion or policies of the Consortium or any of its members. Presenters are respectfully requested to honor OK Ethics Guiding Principles as well as avoid profanity, preaching, politics, put-downs and self-promotion during their lectures. To ensure accountability, participants are invited to evaluate each program according to these and other standards.

# OVERCOMING CULTURAL BARRIERS TO INTEGRITY

## I. ABOUT THE INSTITUTE ([WWW.BUSINESS-ETHICS.ORG](http://WWW.BUSINESS-ETHICS.ORG))

- Private nonprofit educational organization
- Activities include:
  - ♦ Advising and consulting MNCs on global business ethics programs and issues
  - ♦ Public education
  - ♦ Research studies

## II. UNDERSTANDING CULTURE

Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster. — *Prof. Geert Hofstede, Emeritus Professor, Maastricht University*

- The Challenge of Culture
- Culture is “mental programming”
- In business ethics, cross cultural conflicts tend to arise in the following:
  - ♦ Cultural myopia
  - ♦ Importance of relationships vs. rules
  - ♦ Privacy and personal life
  - ♦ Individualism vs. community (Hofstede)
  - ♦ Power Distance (Hofstede)
- International Standards
- More than 100 sets of international standards/guidelines
- Top 5 identified as most influential:
  - ♦ ISO 14000
  - ♦ Global Reporting Initiative
  - ♦ World Business Council for Sustainable Dev.
  - ♦ ILO Core Conventions
  - ♦ UN Global Compact
- Geography Dependant

### What Should You Do?

Your company is negotiating a large and a strategically important contract in an international market. Your local contact has suggested that one of your representatives, a young African-American female, should not be seen by the customer. The suggestion is based on local prejudices of gender, race and age. Should you send a different representative? What should you do?

### What Should You Do?

A very important prospective customer in the Middle East had given your Sales Director a very expensive watch. The Director had accepted the watch and then turned it over to the company, per company policy. Your company then donated the watch to a charity auction. When the Director later called the customer in preparation for his next visit to the region, the customer asked the Director how he liked the watch and mentioned that he looked forward to seeing it when they next met. What should you do?

### What Should You Do?

A despotic ruler has requested a political contribution from your company's local offices. To refuse could put your local senior managers at risk of physical harm, injury or even death. What should you do?

### **III. ETHICS VS. COMPLIANCE CULTURES**

**It is not an adequate ethical standard to aspire to get through the day without being indicted.**

— *Former SEC Chairman Richard Breeden*

**Ethics:** The study of morals in human conduct; moral philosophy

**Compliance:** Obedience to a request, command, etc; the capacity to yield under an applied force.

— *Oxford English Dictionary*

- Reasons for Shift to Compliance
- Overwhelming increase in legislative actions affecting business
- Legal rationales are easier to “sell” to management to gain resources, attention
- Increase in number of lawyers in the field
- Compliance risks to organization perceived as greater than “ethics” risks
- Are You Building an Ethics or Compliance Culture?

#### **Compliance**

- Uses fear to motivate
- “Trains”
- Focuses on laws
- Tries to eliminate decision-making

#### **Ethics and Integrity**

- Inspires and motivates
- “Educates”
- Focuses on fairness, honesty and responsibility
- Informs decision-making

### **IV. SUMMARY**

- Be open to cultural differences
- Determine which corporate standards and values are sacrosanct, and which can allow for cultural sensitivity
- Often a focus on business-based rationales is better than abstract appeals to ‘ethics’
- Create an ethics culture, not just compliance