

### 8 step guide

1. Gather the facts. Are there any associated company rules? Am I authorised to make a decision? Is there a precedent?
2. Define the ethical issue/s
3. Identify affected parties. Major decisions can affect thousands of people for eg
4. Identify the consequences. important to identify the consequences with the highest probability of occurring and those with the most negative outcomes
5. Identify the obligations, and the reason for each one. May be individual or corporate
6. Consider your character and integrity. How could relevant people judge. Family, friends, partners, teachers, co-workers. The front page of the paper test
7. Think creatively about potential actions. Invent several options rather than just two.
8. Check your intuition. How does it feel. Would you be proud or disgusted?

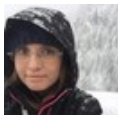
Brainstorm :)

### Potential ethical issues

Integrity  
Trust  
Diversity  
Fairness  
Just  
Human rights  
Health  
Safety  
Economic growth vs environmental  
Right to life / death  
Complying with regulations  
Honest, accurate, complete reporting  
Bad language  
Breach of contract  
Breach of cultural taboos  
Conspiracy to commit a crime  
Corruption of minors  
Corruption of morals  
Cyberbullying  
False advertising  
Inciting violence  
Intellectual property theft

### Potential ethical issues (cont)

Invasion of privacy  
Security breaches  
Software piracy  
Uneven access to resources  
Unprofessional behaviour



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