

### What are ethics

Personal beliefs regarding what is right and wrong

Behaviour that conforms to generally accepted social norms

The law

Virtues and vices

Belief systems

Integrity

### What is an ethical dilemma?

A situation where two values, responsibilities or obligations are in conflict. **Value v Value**

### Consequentialist theory

Position that conduct consequences form the basis for judgement of appropriateness

"Do the ends justify the means?"

Thus, from a consequentialist standpoint, a morally right act (or omission from acting) is one that will produce a good outcome, or consequence.

Some argue that consequentialist and deontological theories are not necessarily mutually exclusive

### Ethical awareness / judgement

Decision maker must recognise ethical nature of problem or ethical decision making can not come into play

Research shows ethical issues stimulate a different part of brain to neutral

### People more likely to be ethically aware if

- 1 believe peers will see as ethical problem (people look to social environment for cues)

### Ethical awareness / judgement (cont)

2 Ethical language used to present problem (framing the problem can influence response, also use of euphemistic language)

3 There is potential for serious harm (morally intense)

### Cognitive Barriers

#### Barriers to Fact Gathering

Overconfidence

"Confirmation Trap"

#### Barriers to Consideration of Consequences

Tend to reduce number of consequences considered to simplify decision making

Consider own consequences more than those of others, perhaps due to immediacy

May ignore consequences which affect only a few people. Put self in their shoes.

May underestimate risk due to illusion of optimism, illusion of control

Escalation of commitment over time.

Some things get bigger as time goes on and people have a tendency to continue due to the time already put in

#### Barrier to Integrity

People are likely to think positively about their own Ethics. Known as *Illusion of superiority* or *illusion of morality*

#### Barriers to Gut Feel

Be careful trusting your gut because it may be wrong

Unconscious attitudes likely bias our decision making

Non-rational emotions

### What is business ethics?

Choices about what the laws should be and whether to follow them

Choices about economic and social issues outside the domain of law

Choices about the priority of self interest over the company's interests

The principles, norms, and standards of conduct governing an individual or group

### Normative approaches to ethics

Consequentialist theories      Focus on consequences

Deontological theories      Focus on duties, obligations, principles

Virtue Ethics      Focus on integrity

AKA Prescriptive

### Normative ethics

Normative ethics is the study of ethical action. It is the branch of philosophical ethics that investigates the set of questions that arise when considering how one ought to act, morally speaking.

### 8 step guide to sound decision making

1. Gather the facts
2. Define the ethical issue/s
3. Identify affected people - stakeholders
4. Identify the consequences
5. Identify the obligations, and the reason for each one
6. Consider your character and integrity
7. Think creatively about solutions
8. Check your intuition/gut feel



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### Kohlbergs 6 stages of moral development

Level 1: Pre-conventional morality (less moral than is typical)



Level 2: Conventional morality (typical level of morality)



Level 3: Post-conventional morality (more moral than is typical)



### Who is affected by ethics?

Individuals

Employees

Managers

Executives

Industries

Society

### Deontological ethical theory

Normative

Concerned with the action taken, not the consequences

Position that the most moral decision is based on rules, duties and obligations

AKA Duty, Obligation or Rule based ethics

### Virtue ethics

Normative

Founded by plato and Arisotle

Considers actors character, motivation, intentions and principles and the type of character one ought-to be in determining the most moral solution

Focuses more on the integrity of the moral actor than on the moral act itself

Goal is to be a good person simply because that is the person you wish to be

### Influence of individual differences

Indiv differences affect ethical judgement and actions

#### Differences:

Ethical Frameworks. Preferences 1) Decision-- Idealism, the persons concern for welfare of others or 2) Making *relativism* persons emphasis on ethical principles being case by case Style

Cognitive Preconventional, Conventional, Moral Post Conventional / principled. Development *See Kohlbergs 6 stages of moral development*

Locus of Control Internal or external perception of control over life events. Taking responsibility for ones own behaviour

Machia- Self interested behaviour vel- lianism

### Influence of individual differences (cont)

Moral Idea that normal people don't Diseng- partake in bad behaviour unless agement they have convinced self they are doing the right thing. Judgement of a MD person can not be relied upon

### Toward Ethical Action

#### Script Processing

Cognitive frameworks that guide our thoughts and actions

#### Cost-Benefit Analysis

Too simplistic a way of analyzing

No moral dimension



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