



ETHICAL LEADERSHIP: WHY DOES IT MATTER ?

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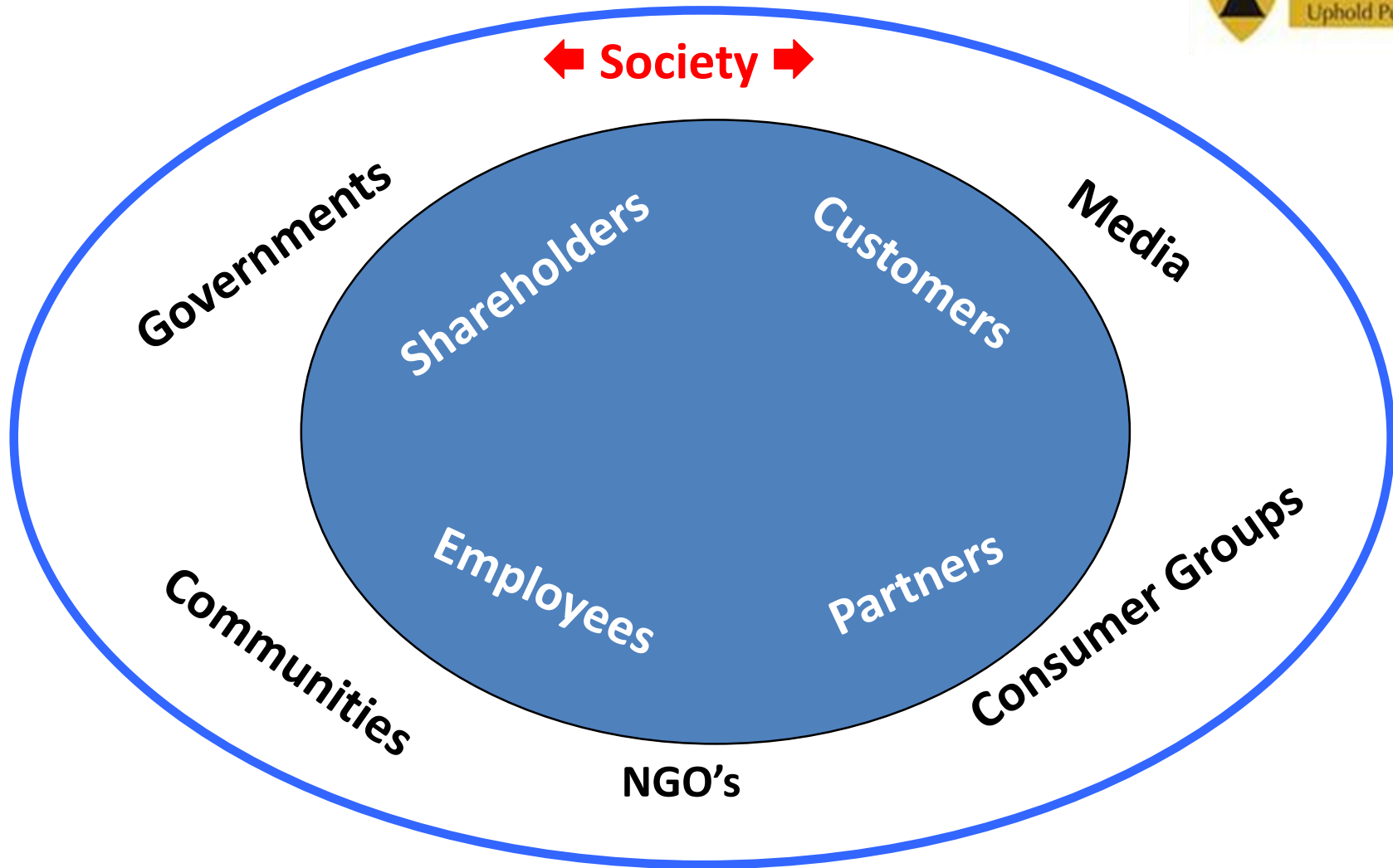
Who are you accountable to?



- As Accountants, who are you accountable to? Why?
- As Individuals, who are you accountable to? Why?



Who are we accountable to?



What are Ethics?



- A set of values, principles and moral codes that describe how a group of people behave.
- Ethics is about who we are and what we do.
- Ethics is based on standards of right and wrong that prescribes what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness or specific virtues
(Michael J. Meyer, 1987)

Why Ethics?



- Provide parameters of what is acceptable and unacceptable behaviour
- Provide a standard against which we can compare our behaviour
- Help define our identity
- Provide focus and a common goal



What is Leadership?



- Leadership is about influencing followers.
- Therefore, if leaders are ethical, they can ensure that ethical practices are carried out throughout the organization.
- Leaders who are ethical demonstrate integrity
- Knowing your core values and having the courage to live them in all parts of your life in service of the common good.

What is Ethical Leadership?



- Leading by knowing and doing what is right.
 - The leader must act and make decisions ethically,
 - The leader must also lead ethically in their attitudes and interactions
- Leaders have the responsibility for ensuring standards of moral and ethical conduct.
- Good leadership refers not only to competence, but to ethics and transforming people as well

Leaders who are Ethical



- Are people-oriented
- Are aware of how their decisions impact others
- Use their social power to serve the greater good instead of self serving interests
- Motivate others to put the interests of the group first.

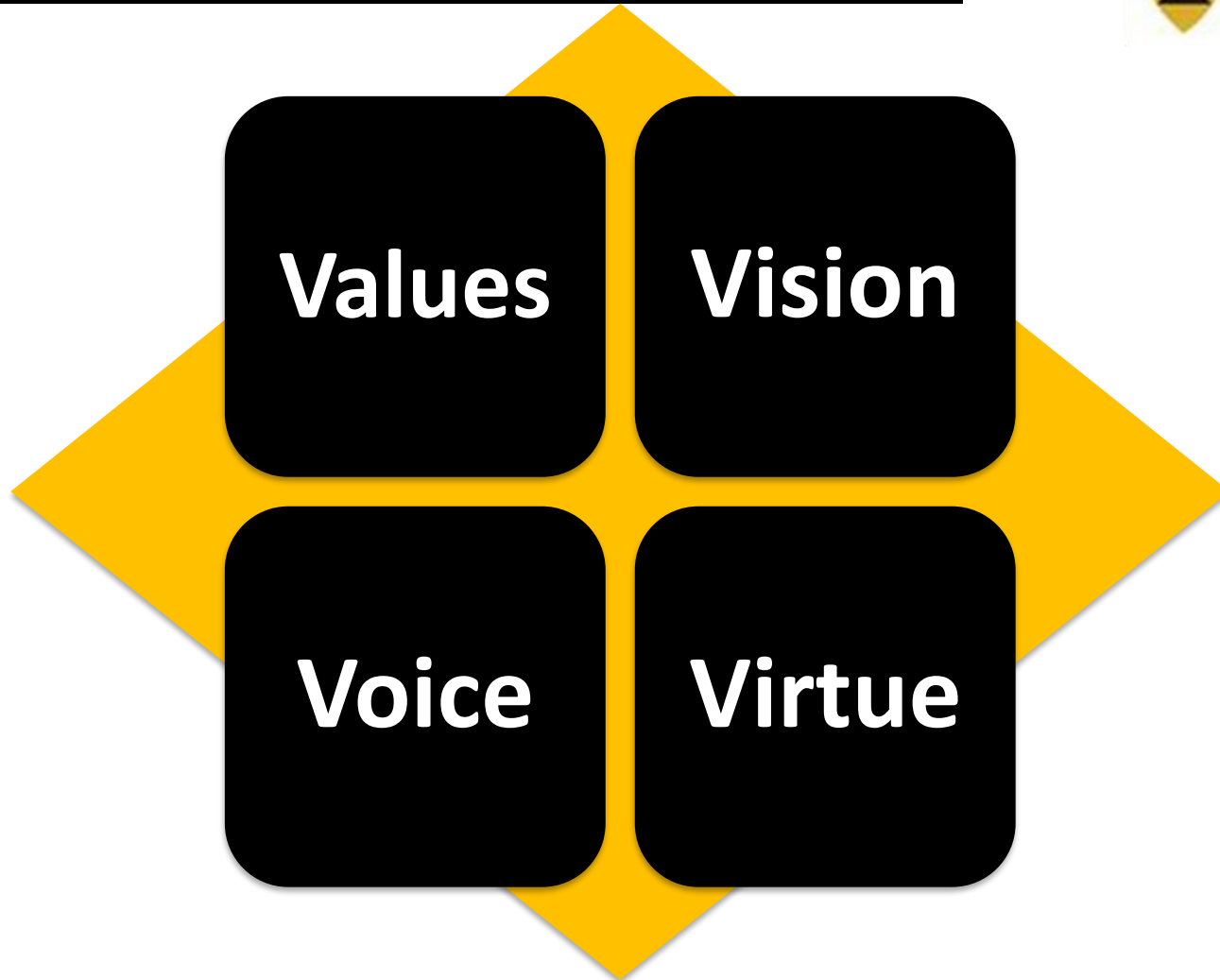
Traits of an Ethical leader

- Trustworthy and honest
- Display unshakeable integrity,
- Is action-oriented,
- Resilient in the face of setbacks
- Respectful,
- Knows when to take risks;
- Takes responsibility





4 Vs of Ethical leadership



Values



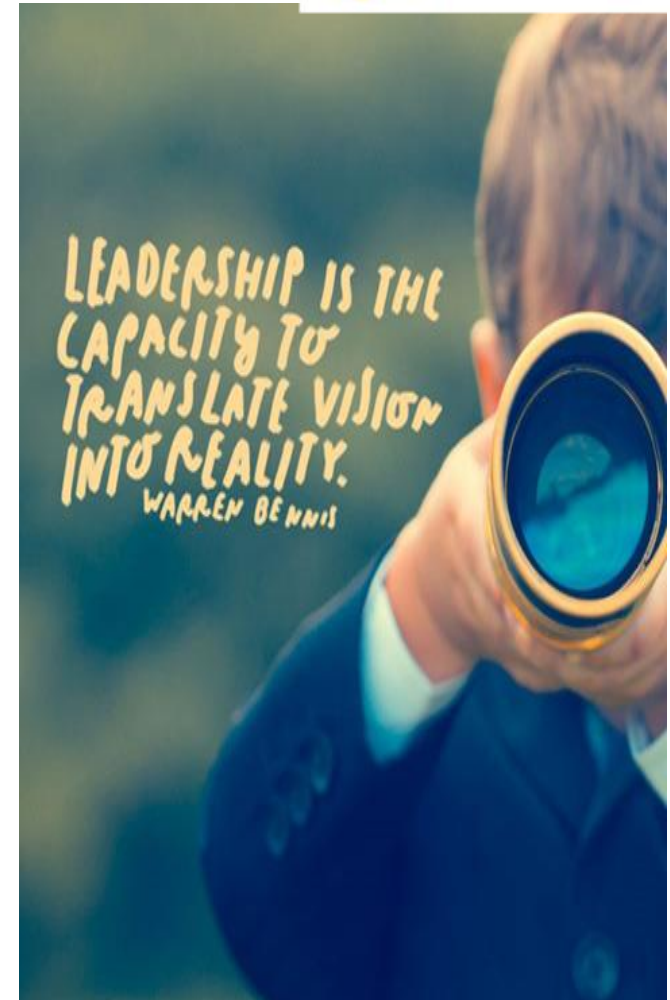
- Ethical leadership begins with an understanding of and commitment to our individual core values

THERE IS
NO RIGHT WAY
TO DO
A WRONG THING.



Vision

- The ability to frame our actions in service to others.
- Leadership success always starts with vision.
 - Henry Ford dreamed of a car families could afford.
 - Steve Jobs dreamed of an easy-to-use computer that would unleash creativity.
 - Nelson Mandela dreamed of an integrated, prosperous South Africa compelling vision has that power.



Voice



- A compelling vision won't do much good if it remains only in your head.
- Articulating your vision to others in an authentic and convincing way that animates and motivates them to action.

Virtue



- Understanding that we become what we practice, we foster virtue by practicing virtuous behavior – striving to do what is right and good.

7 Steps to Ethical Leadership



- Face the complexity involved in making ethical choices.
 - Don't separate ethics from day-to-day business.
 - Don't allow negative interpersonal behaviors to erode trust
 - Don't think about ethics as just following laws and regulations
 - Don't exempt anyone from meeting ethical expectations
 - Celebrate positive ethical moments.
 - Talk about ethics as an ongoing learning journey, not a once-a-year training program
-Linda Fisher Thornton

Dilemmas in Ethical Leadership

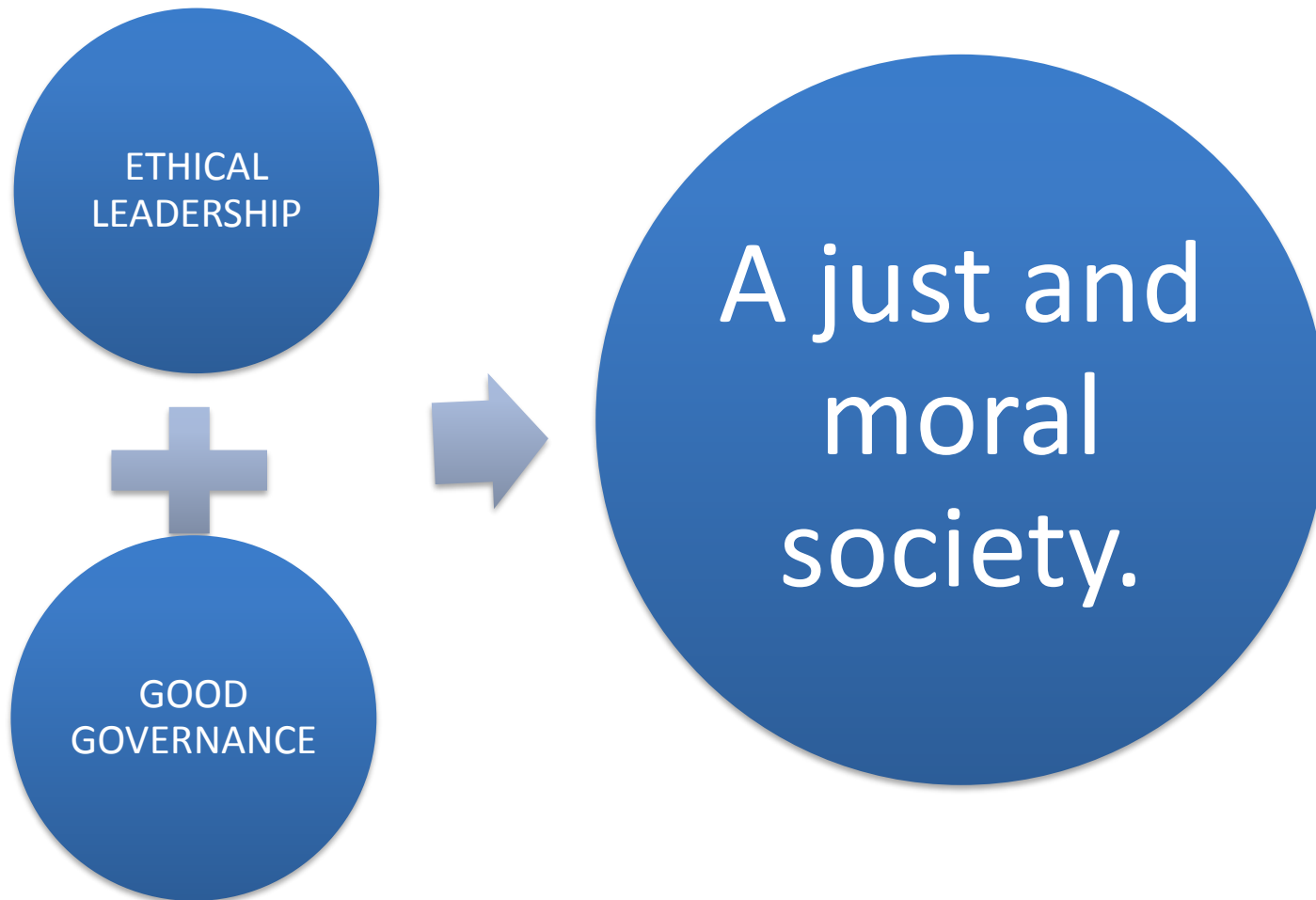


Benefits of Ethical leadership



- Credibility
- TRUST and goodwill
- Fairness
- Greater good for all
- Morality

Good Governance and Ethical leadership



Why Accountants?



- Accountants are protectors of Public Interest.
- Who are you accountable to?

But...

- Accountants often face conflicts between upholding values central to their profession and the demands of the real world.
- Balancing these competing demands speaks to the very heart of being a professional in contrast to simply having a job or performing a function.



Why now in Kenya?



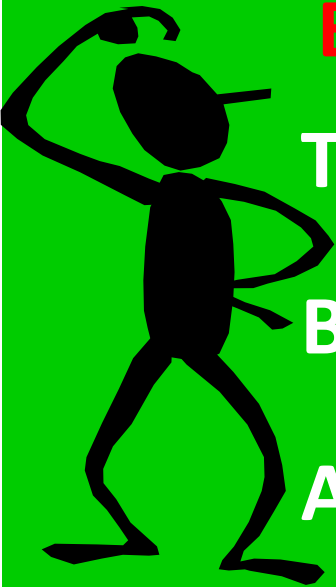
Some tips in embracing Ethical leadership



- Define your values
- Discover your passion
- Know your purpose
- Envision what the future is going to be like
- Stop complaining and start taking action

“Respect your efforts, respect yourself. Self respect leads to self discipline. When you have both under your belt....That IS REAL POWER”

Clint Eastwood.



EVER CONSIDERED THAT:
THERE IS A BIG DIFFERENCE
BETWEEN WHAT YOU HAVE A RIGHT TO DO
AND WHAT IS RIGHT TO DO?



“You don’t judge ethics

You judge what it looks like...
....the behaviour and attitudes”

A personal checklist



If in doubt go through the following check list:

- If there is a company procedure in place → follow it!
- If not, seek advice
- When all else fails – ask yourself :
 - ✓ *Would you feel embarrassed talking about it with your family?*
 - ✓ *Would you feel embarrassed talking about it with your boss / colleagues?*
 - ✓ *Would you feel embarrassed if a large newspaper in the country would publish all the facts about the issue?*

If any of these could cause embarrassment
DON'T DO IT !

The Mirror Test
for winning through integrity

Is it Legal?
If it's not legal, don't do it.

What will others Think?
Can you justify your actions to others?
To your family?

Is it Right?
What would a trusted friend say?

Do the Right Thing!

Strength of a Woman.. ASANTE!



“You raised eight kids in a shoe.
Surely you can lead eight associates in a project.”

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