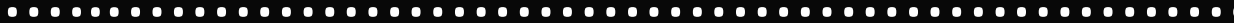




**Sarah Richson**

MBA, AOEC, MIHRM

Executive Coach | International Consultant | Strategist



**Ethical Leadership; Driving Positive Board Culture**



## SARAH RICHSON

MBA, AOEC, MCIPD

Executive Coach | International Consultant  
| Strategist

 @srichson  
 Sarah Richson  
 Sarah Richson

Sarah Richson's fast-paced career growth is based on her ability to ***sprint up hills on heels!*** She is an executive coach, Business Growth Strategies and Thought Leader in New Age entrepreneurship and organization development. She has 20 years of work experience cutting across Entrepreneurship and Business Strategy.

Sarah has trained communication skills at Swiss Embassy, Communications Authority, Oilibya, and other corporate organizations

**RIC**  **RICHEMELE  
INTERNATIONAL  
CONSULTANTS**

"Enabling you to Sprint towards success"

# Ethical Leadership



# Ethics vs. Morals defined



- While they are sometimes used interchangeably, they are different:
  - **Ethics** refer to rules provided by an **external** source, e.g., guidelines for upright behaviours in workplaces or principles in religions or cultures. They aid decisions.
  - **Morals** refer to an individual's own **internal** principles regarding right and wrong which are usually drawn from various influences/ethics. They are demonstrated in 'actions'.

*morals vs. ethics* means that *morals* apply to ***me***, while *ethics* apply to ***everyone***

# 4 Main views of Ethical Behavior



Justice View

- Does a behavior show **impartiality**?

Individualism  
view

- Does a behavior promote one's **long term** self interest?

Utilitarian View

- Does a behavior **do the greatest** for most people?

Moral-rights  
view

- Does a behavior maintain **moral rights** of all human beings?

# YAY OR NAY?



Dating workmates

Hiring relatives

Receiving gifts from clients

Sitting in a panel assessing a friend

# Doing unethical business?

## Moral vs ethical considerations.



### **Moral Consideration**

Respecting individual differences, yet must coordinate, work together and act as one.



### **Ethical Considerations**

That what is good and right in the context of governing moral code, ethical consideration is **value driven**

# Articulating a holistic value system to corporate strategy



**ROLE  
MODELLING**





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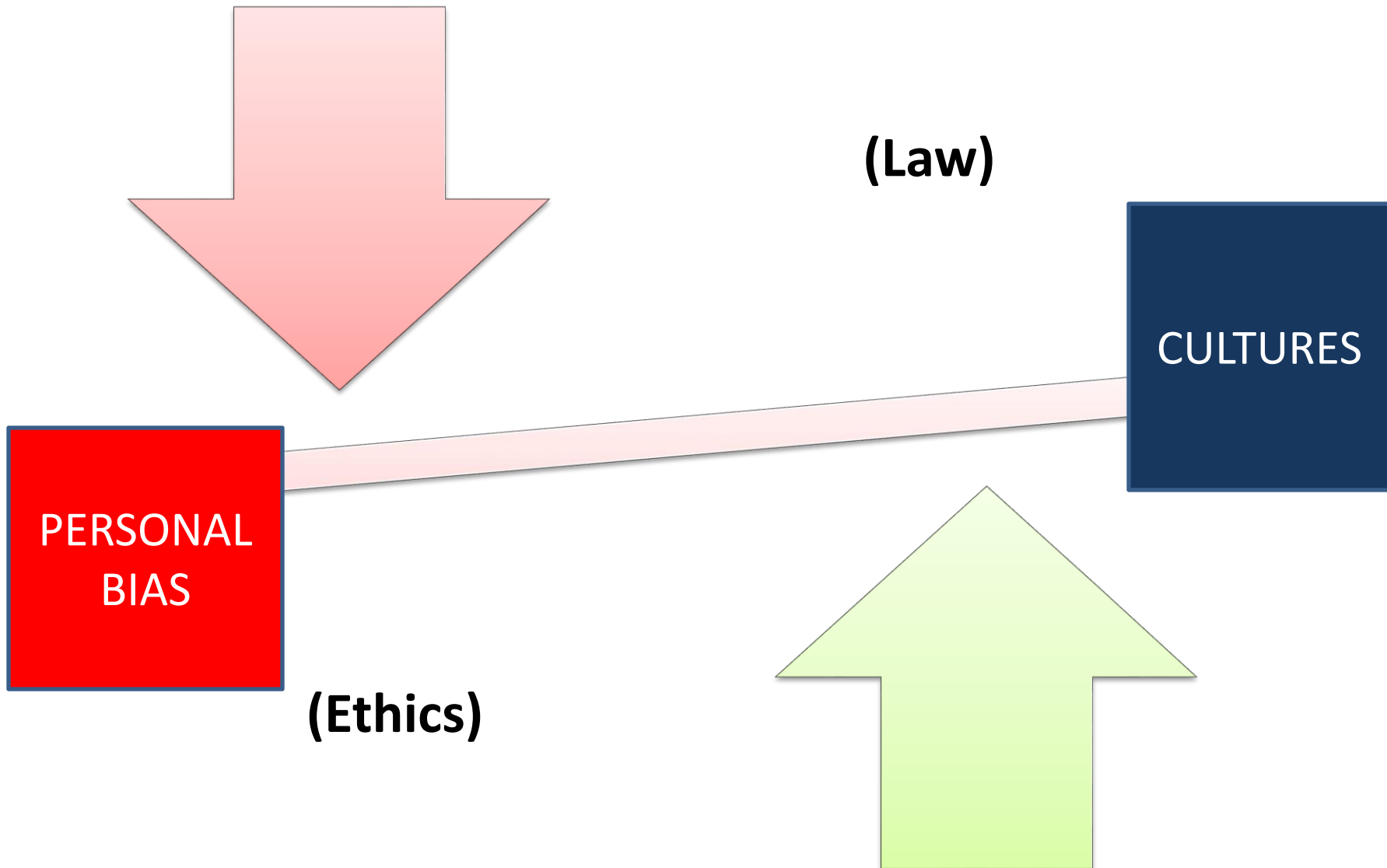
# Ethical Leadership

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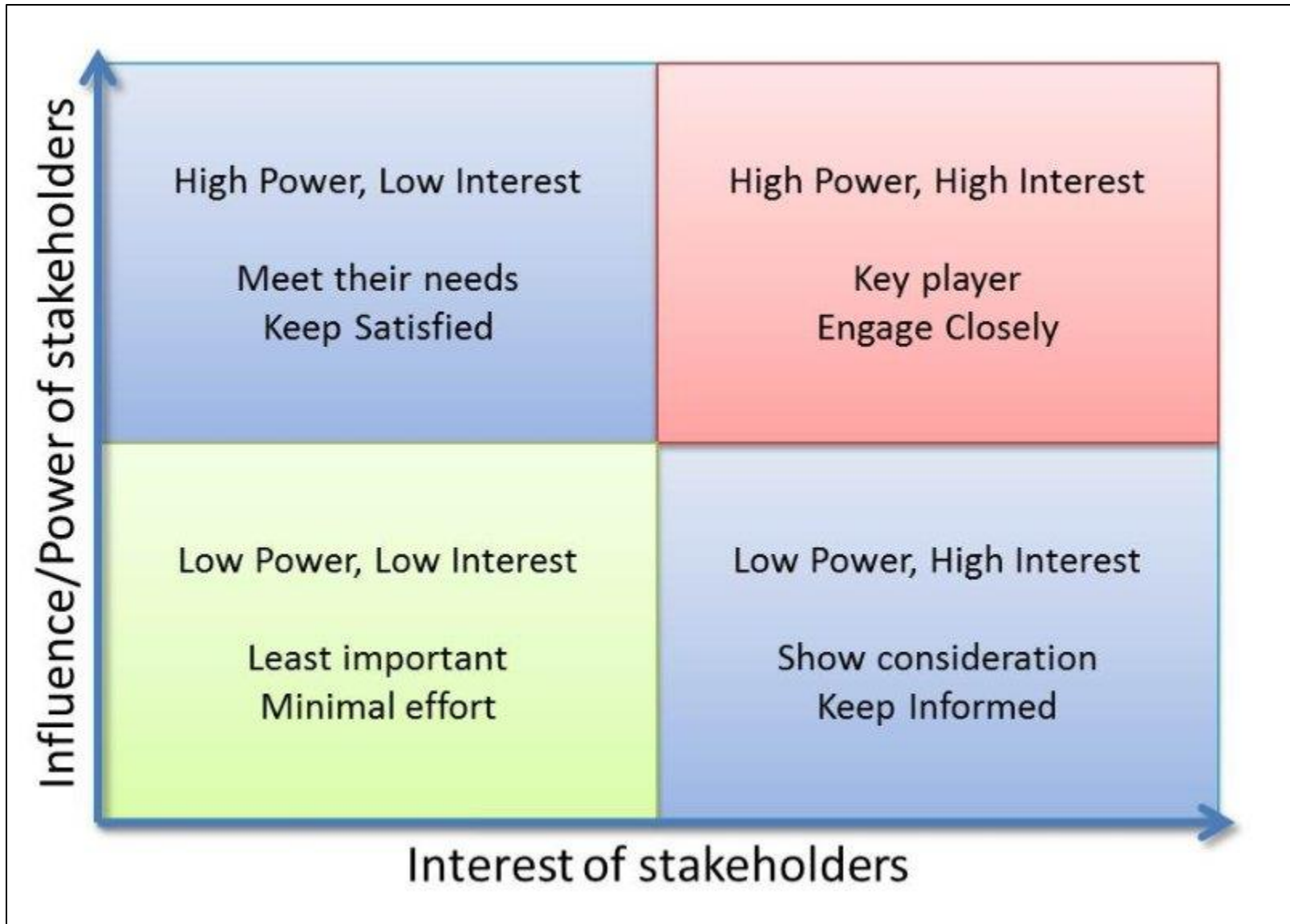
*Conduct led by values, vision, voice, and virtue*

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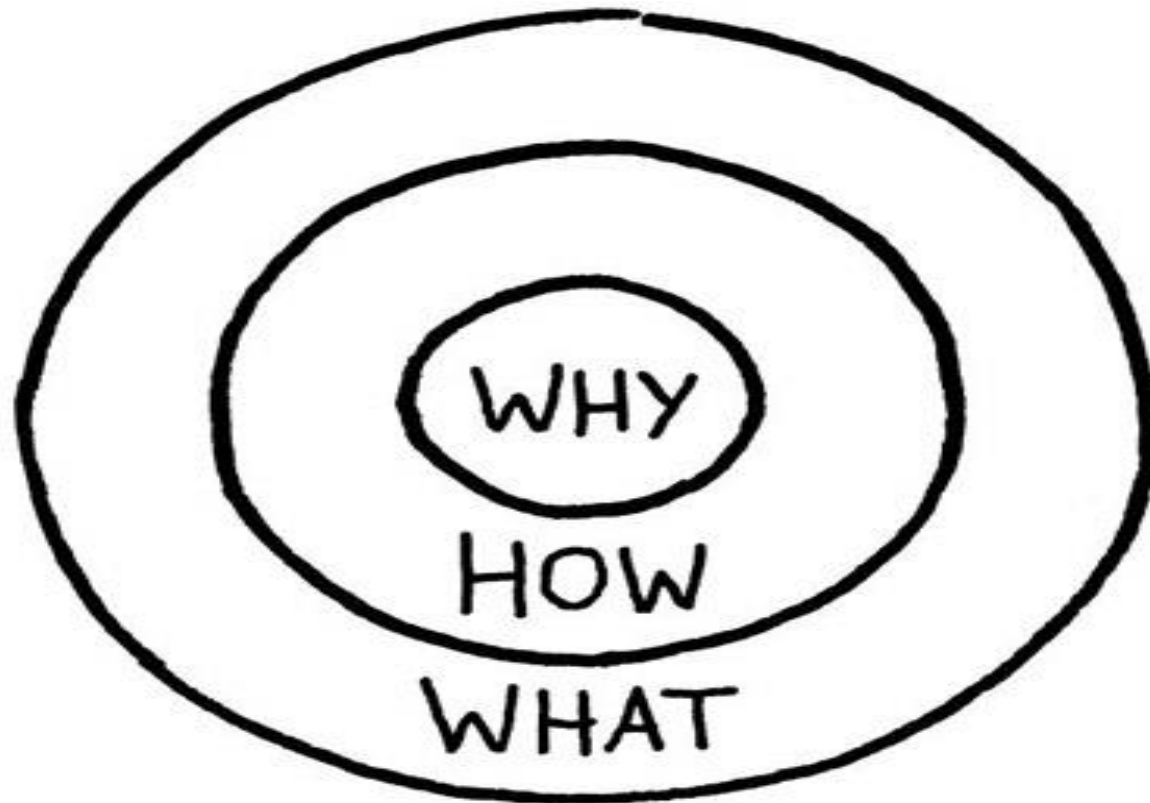
# The Leadership balance



# POWER/INTEREST PRESSURE!



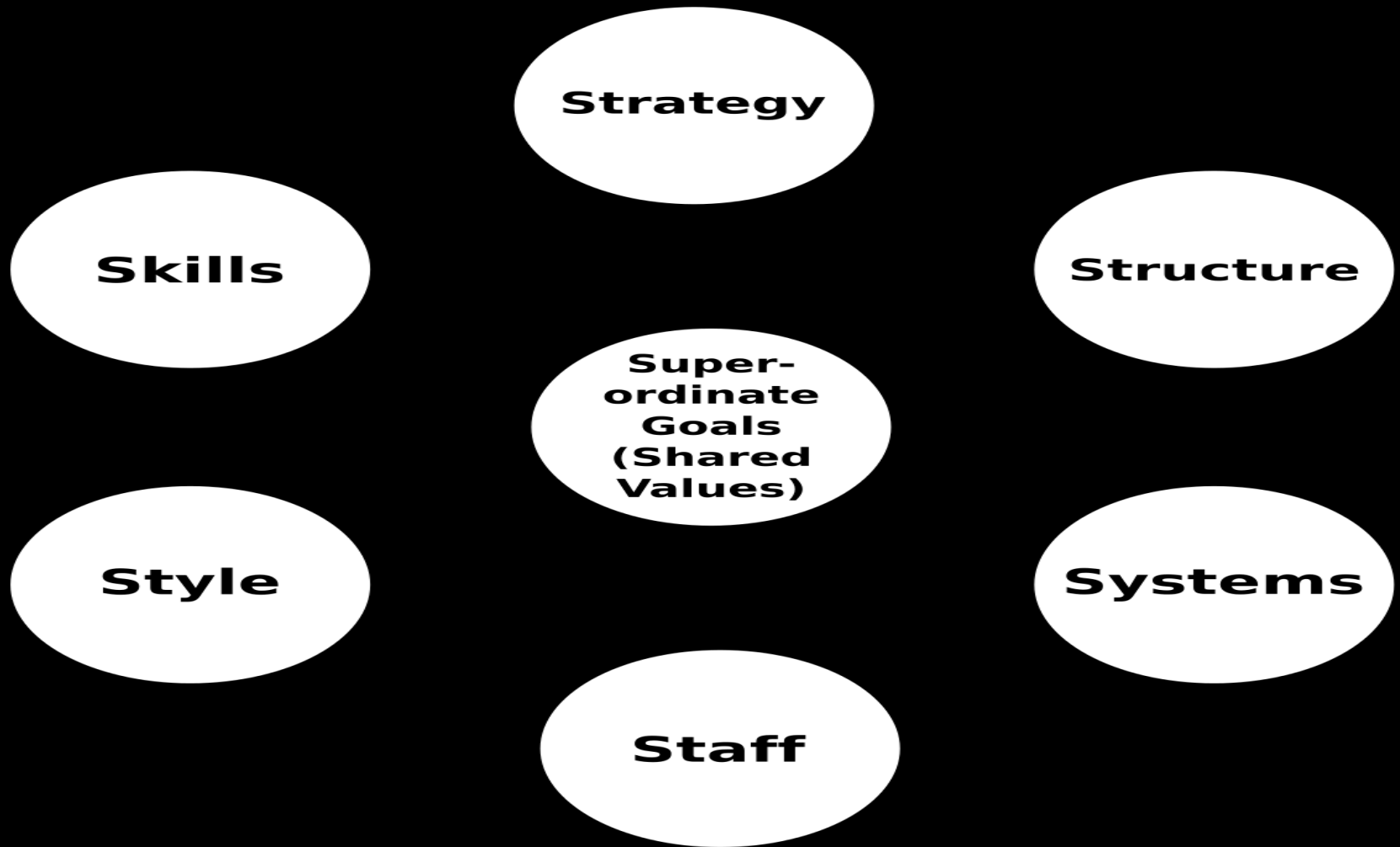
# Leaders encourage Courageous Conversations (**Story of the slab**)



# VUCA – the new normal!

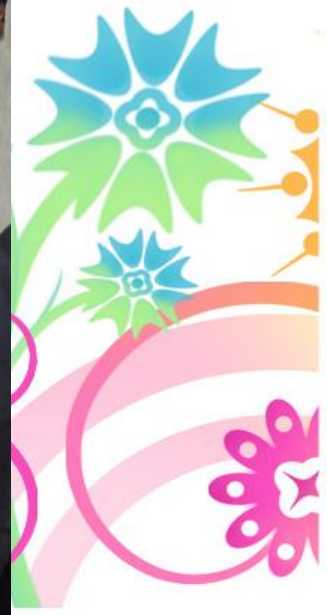


# Articulating a holistic ETHICAL value system



# Understand Cultures

Family Insurance, Social dimensions, etc



# Equity: Programs focus on developing HIPO's

## Future Leaders Program

***This program*** identifies, nurtures and develop a **Supreme Leadership Talent Pool** within the organization and the industry.



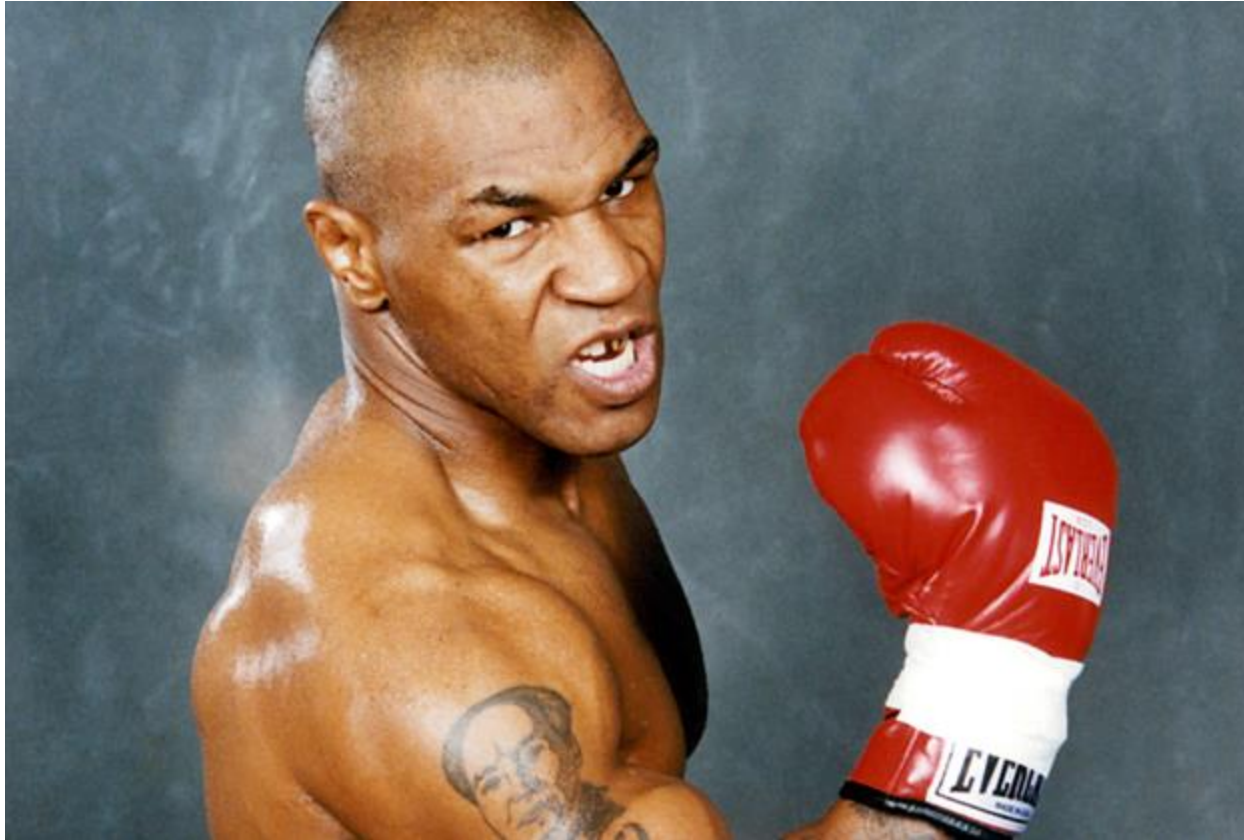
# Exercise



**Please discuss how do ethical dilemmas  
complicate the workplace?**

# REFLECTING ETHICAL BEHAVIOUR IN LEADERSHIP

- Every business has a plan, until they get PUNCHED in the mouth!



# From Policy to Practice



# DISCUSS



- **Is there a difference between “doing the right thing” and “doing things right”?**
  - **HARD WORKER VS SMART WORKER**
  - **ATTENDANCE VS PERFORMANCE (FLEXIBILITY)**
  - **$E+R=O$**
  - **DRIVER STORY (REACTION VS RESPONSE)**

# How to decide what's the right thing to do



Always  
ask

Is it fair?

What does my conscience say?

How will I feel about myself later if I do it?

Have I been told it's wrong?

Watch your **thoughts**; they lead to attitudes.

Watch your **attitudes**; they lead to words.

Watch your **words**; they lead to actions.

Watch your **actions**; they lead to habits.

Watch your **habits**; they form your character.

Watch your **character**;  
it determines your **destiny**.

# THANK YOU!



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