

**ANNUAL PRACTICAL ETHICS FORUM**  
**24<sup>th</sup> – 25<sup>th</sup> FEBRUARY, 2021**  
**ETHICS VS INTEGRITY**  
**Which one matters?**



**The**  
**ETHICS & INTEGRITY**  
**INSTITUTE** *Mainstreaming Ethics*

# Session objectives

- By the end of this session, the participants should be able to:
- Define ethics and Integrity
- Explain the need for ethics in business enterprises and society at large
- Demonstrate understanding of the application of ethics in dealing with work issues.

# ETHICS-Definition

- **Ethics is about who we are and what we do.**

**Derived from Greek word 'Ethikos' (ethos) meaning norm**

- **Ethics is well based 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**
- **for instance those standards that impose the reasonable obligations to refrain from stealing, telling lies, rape, murder, assault, slander, fraud etc. These standards also enjoin virtues of honesty, compassion and loyalty. (Michael J. Meyer, 1987)**

# Business Ethics

- **Business ethics refers to the values & standards that determine interaction between business & its stakeholders**

*Rossouw & Van Vuuren, 2010:5*

- **Standards set by law**
- **Economic and social standards & interactions that are beyond law domains**
- **Choices of the pre eminence of one's own self interest/Values**



# Moral(s)

- Used interchangeable with ethics
- Derived from latin word 'moralis' the same as 'ethikos'
- These are standards of good behaviour that make up the character of a person.
- Having a high standard of behavior that is considered to be right or good by most people.
- For instance, people are described to be either moral or immoral.

# Norms

- This is a way of behaving that is usual or expected.
- A situation that is considered typical or ordinary. Eg. It's a norm for a person to start a conversation by greetings.

# Virtue

- This refers to a good quality or habit; behavior which shows high moral standards e.g Respect and patience are great virtues in the African society.

# Values

- Inner convictions, beliefs about what is good, important and desirable
- Values shape our character
- What do we stand for & believe
- What standards can be used to evaluate & judge us?
- ACTION – HABIT – CHARACTER - DESTINY

# Values

- **Work values**
- **Strategic values**
- **Ethical values**
- **Societal values**
- **Personal values**
- **Professional values**

# VALUES SAMPLES

PERSONAL VALUES	CULTURAL VALUES	SOCIAL VALUES	WORK VALUES
caring	Celebration of diversity	altruism	autonomy
courage	Ethics roots	diversity	competitiveness
creativity	faith	Eco-consciousness	conscientiousness
friendliness	Linguistic ties	equality	dedication
Honesty	National ties	fairness	
Honor	Regional ties	Family closeness	Loyalty
Independence	Tradition	Lovingness	Professionalism
Integrity			Punctuality
Spirituality		Reliability	Fairness



# INTEGRITY.

- **Derived from a Latin word 'integer' meaning whole or unbroken**
- **Firm adherence to an ethical code**
- **An unimpaired condition: soundness - incorruptibility**
- **Quality characterized by honesty , reliability, and fairness, developed in a relationship over time.**
- **Customers and clients have much more confidence when dealing with a business viewed as honest**

# SOCIAL RESPONSIBILITY OF BUSINESS/ORGANIZATION

- Businesses are part of society
- Implications on interests of all who are affected by its activity
- Business ethics is about identifying and implementing standards of conduct in and for business that will ensure that the interests of its stakeholders are respected.

# SOCIAL RESPONSIBILITY OF BUSINESS

- 1970 Milton Friedman denied that corporations are moral agents. Only individual biological persons are moral agents with moral responsibilities.
- French challenged Friedman (1993). French concurs with Friedman that corporations are artificial legal persons, but disagrees that this disqualifies them from being moral agents

# SOCIAL RESPONSIBILITY OF BUSINESS

- Business promotes

- 1)Employment

- 2)Wealth creation

- 3)Development opportunities.

Business can ALSO destroy society through irresponsible behavior and jeopardize the function of market.

# ECONOMIC RESPONSIBILITY OF BUSINESS.

- **Economic viability**
- **Relation to investors.**
- **Work to suppliers.**
- **Goods and services to customers.**
- **Government levies, taxes and other contributions benefit the society.**

# FORMAL OBLIGATION.

- **Conformance with formal standards**
- **Safety**
- **Health**
- **Environment**



# SOCIAL EXPECTATION.

- **Honor ethical obligation**
- **Gain legitimacy**
- **Enhance strategic interest**

# Principles of Ethics

## Ethical dilemmas

- These rarely present themselves as such. They usually pass us by before we know it or develop so gradually that we can only recognize them in retrospection - a little like noticing the snake after you've been bitten.
- But what are the signs that a snake might be present? An ethical framework is like a 'snake detector'.
- Ethical principles are not absolute values or rules but could be considered as landmarks - generic indicators to be used as compelling guides for an active conscience. They are more like a rough measurement where an exact one is not possible.

# Principles of Personal Ethics

- **Personal ethics can be called morality**
- **Concern for the well-being of others**
  - **Respect for the autonomy of others**
  - **Trustworthiness & honesty**
  - **Willing compliance with the law (with the exception of civil disobedience)**
  - **Basic justice; being fair**
  - **Refusing to take unfair advantage**
  - **Benevolence**
  - **Doing good**
  - **Preventing harm**

# Principles of Professional Ethics

- Acting in a professional capacity takes on an additional burden of ethical responsibility.
- For example, professional associations have codes of ethics that prescribe required behaviour within the context of a professional practice such as teaching, medicine, nursing, policing, law, accounting, architecture, procurement, finance, engineering or politics.
- These written codes provide rules of conduct and standards of behaviour based on the principles of Professional Ethics

# Principles of Professional Ethics

Professional ethics include:-

- Objectivity
- Impartiality
- Transparency/Openness
- Full disclosure/Accountability
- Confidentiality
- Due diligence
- Duty of care/Stewardship
- Fidelity to professional responsibility
- Avoiding potential or apparent conflict of interest
- Inter-cultural tolerance

# Principles of Professional Ethics

Principles of professional ethics are usually expected of people in public service, business, volunteers, elected representatives among others.

## **Examples**

- DECLINING PROMOTIONS CONTIGENT UPON FAVOURS RATHER THAN MERIT
- REFUSING TO EXECUTE UN ETHICAL ORDERS
- REFUSING TO ACCEPT IRREGULARLY AWARDED TENDERS
- GOING BEYOND THE LAW. BEING HUMANE TO AN HIV INFECTED TEACHER INSTEAD OF COMPLYING WITH LAW AND RETIRING HIM/HER ON MEDICAL GROUNDS



# Principles of Global Ethics

- Global ethics are the most controversial:-

Generated the - HAGUE PRESIDENCY DEBATE IN KENYA

- The least understood- Are open to wide interpretation such as the usual rhetoric on '*best practice*'
- Can at times generate emotional response and heated debate. Principles of global ethics include the following :
  - Global justice (as reflected in international laws)
  - Society before self / social responsibility/ Common good
  - Environmental stewardship
  - Cross cultural tolerance
  - Interdependence and responsibility for the whole
  - Reverence for place

# Principles of Global Ethics

Principles of global ethics include the following:

- One of the burdens of leadership is to influence society and world affairs in a positive way.
- Can a person, company or nation truly be successful while causing human suffering or irreparable environmental damage?
- A more modern and complete model of leadership also considers impact of individual or collective action on humanity and earth's ecology.

# Co-existence of Principles

- Principles provide guidance
- Myriad situations will never lend themselves to any easy formula, and principles can at best be used to trigger our conscience or guide our decisions
- Also useful for ethics education.
- Principles of personal ethics are the first checkpoint in any situation, often overriding those at the professional and global levels
- When judging if a corporation has been socially responsible, we still need to consider personal ethics as pre-requisites. They are axioms of ethical behaviour.

# Co-existence of Principles

- Contributions to charities and the like (doing good) such as school feeding programs may appear to be in the interests of society, but loses its significance if the corporation has not taken responsibility to minimize the damage done by their core business operations (preventing harm) such as destruction of forest.
- Examples:-
- A mining company providing employment while heavily polluting their environment.
- A paper mill kills fish species in Lake Victoria and emissions allegedly cause cancer

# Co-existence of Principles

- Many times principles will collide with other principles.
- You are a scientist who has been coerced by a corrupt military dictatorship into designing a biological weapon.
- Project is top secret, you have a professional duty to maintain confidentiality. On the other hand, you have the opportunity to inform the UN observers, global and personal principles would justify divulging information to protect the overall good of humanity.

# Co-existence of Principles

- Still the scientist is faced with a tough decision since he/she or the family could be harmed as a result of whistle blowing. This is where the principles must be viewed in the context of universality.
- **Discuss similar examples or situations at your place of work**



# Principles versus Absolute Rules and Universality

- It is tempting to apply these principles selectively, or only within set boundaries, such as next – of – kin, countrymen, race and gender. cronyism.
- For example, if a member of my tribe is arraigned for corruption, then 'my people or community are being finished' OR .....  
Limiting the application of ethical principles negates their value. They must *all* be applied to *everyone*.

# Principles versus Absolute Rules and Universality

- This is a dangerous conclusion that relieves us of any responsibility other than what we choose in our own interests, what has been dictated by the rules of our faiths or governments, our personal values, or the local status quo.
- Generic principles can be practiced in many different ways.
- For example, virtually all cultures value trustworthiness, but they have different views on truth telling.
- This is illustrated by Eastern versus Western preferred values for harmony versus forthrightness. An Asian being polite to maintain friendly relations may be perceived by an American as deceitful, although that is not the case.

# Principles versus Absolute Rules and Universality

- There are also selective violations of the principles that society considers acceptable. Murder is illegal, unless we are fighting a (just) war (Justifiable homicide). Lying is wrong, unless we are telling a child about Santa Claus, or saving them from harm. Lying is wrong unless we are protecting the life of a possible innocent victim; these interpretive variations cause people to conclude that there are no universal standards of ethics, and that moral responsibility is relative to cultural practices.

# Ethical Theories

## **1. Virtue: ARISTOTLE**

- Character

## **2. Utilitarian: MILL**

- Consequences

## **3. Deontological: KANT**

- Obligations

# Duty-Based

- Universalism:

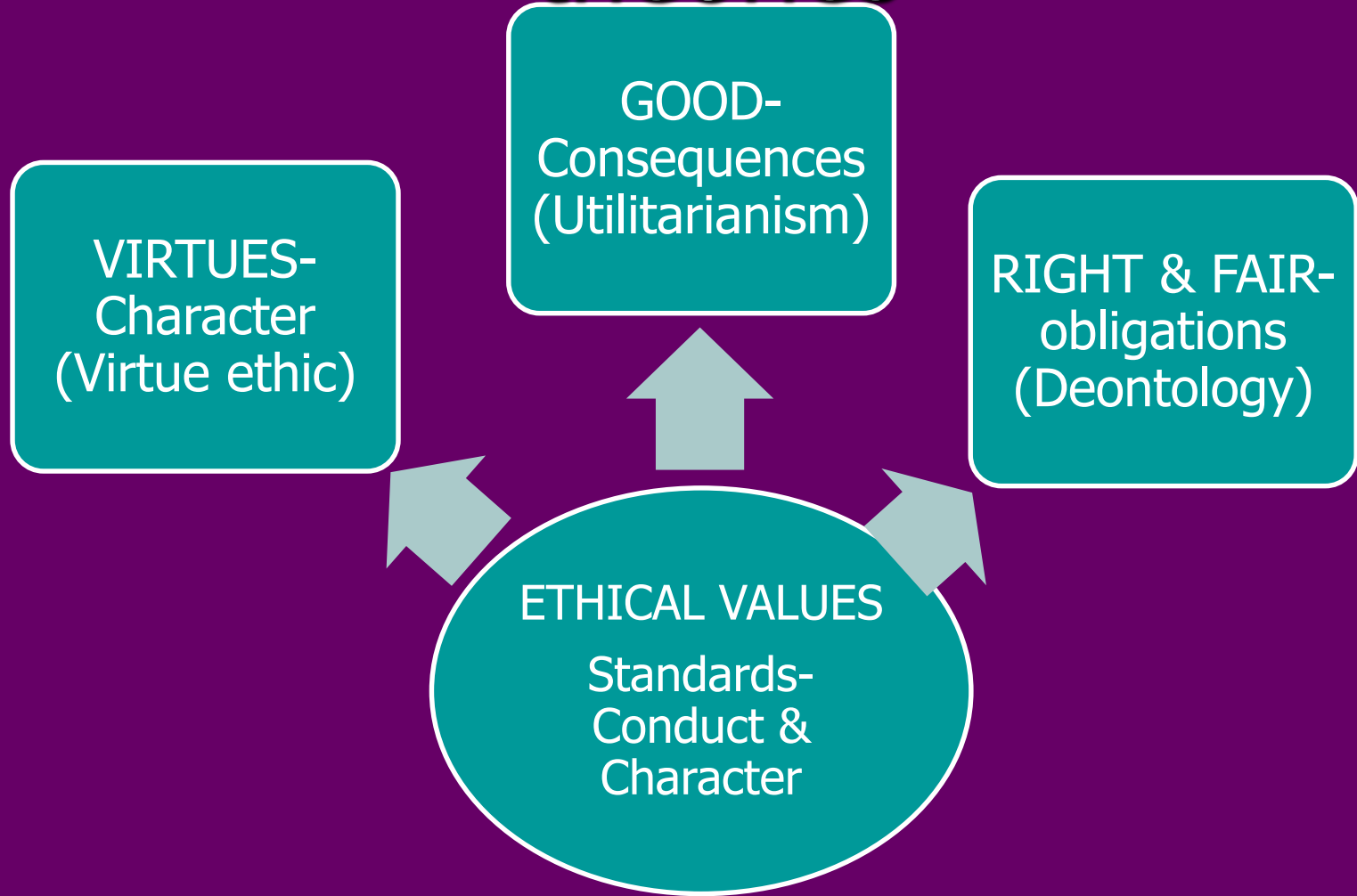
A deontological approach-non consequentiality ethics.

- Duty ethics-categorical imperative-moral authority of taking action is based on duty towards other individuals

# Result-Based

- Utilitarianism:
- Consequentiality principle-
- Moral authority & action is based on calculated consequences/results of an action, regardless of other principles
- Criticized for lack of universal definition of utility

# Normative ethical theories



# Case – the truck driver

- A rail truck driver carrying 80 passengers was on a speed of 80km per hour when he suddenly noticed 4 children playing in front of the truck.
- One other child was playing by the left side of the rail while on the right hand was a raised brick wall
- He had the option of hitting one child or 4 or hit the wall.....
- What would you do if you are the truck driver?



# You are the truck driver

- What if the one child was your child?

# Important to note

- Choice about the law
- Choice about right and right
- Choice about right and wrong
- Choice between wrong and wrong

## FOUR KEY STRATEGIES FOR PROMOTING WISE ETHICAL DECISION-MAKING

- **Separate the people from the problem/issue**
- **Focus on interests not positions**
- **Generate options**
- **Use objective criteria to decide**

# CONCLUSION

- Ethics is important in Business
- Often the integrity is used in place of ethics as ethics is associated with violation
- “The crisis prepared organization understands its risk profile, minimizes risks by lowering risks that can be controlled, minimizes risks by creating countermeasures to risks that cannot be avoided, re – evaluates its risk profile frequently, considers the impact on ethical risk of new strategies, structures and policies” (Hanson)

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Thanks you  
Q & A



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