



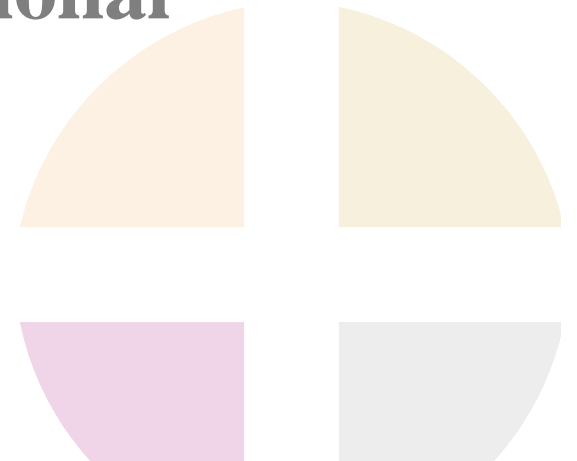
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PROFESSIONAL LIABILITY UNDERWRITING SOCIETY

# Professional Ethics in Practice

An Interactive, Educational  
Program

**Comer**Consulting, LLC



*Your source for professional liability education and networking.*

- The Minnesota Principles
- Case Application
- Case Application
- Ethical Jeopardy

- Understand & the Minnesota Principles.
- Foster awareness of ethical issues in the profession.
- Resolve “gray” areas using ethical decision making skills.

- Doing the Right Thing: Rules, Principles and Respect
- Character: Values and Identity
- Sound Judgment: Using your Head



# The Minnesota Principles

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Organizations that build an ethical culture outperform organizations that don't and they reduce their exposure to ethical lapses that cause breakdowns.

*Ron James describing the  
fundamental premise of the  
Center for Ethical Business Cultures'*

- Developed in 1992 by the Center for Ethical Business Cultures (then called Minnesota Center for Corporate Responsibility)
- Minnesota Business Ethics Award (2000) launched by the CEBC and the Society FSP
- “The Ethical Advantage” (2002) showed that ethical companies demonstrated better financial performance

# General Principles

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## Business Activities:



Stimulate Economic Growth



Characterized by Fairness



Characterized by Honesty



Characterized by Respect for Human  
Dignity



Characterized by Respect for the  
Environment

# Stakeholder Principles





- Read the case.
- Select a discussion leader and a recorder who will give a brief report to the whole group.
- Discuss and answer the questions at the end of the case.
- Agree on key points to present to the whole group.

# Caux Round Table

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## Business Activities:

- Respect Stakeholders Beyond Shareholders
- Contribute to Economic, Social and Environmental Development
- Build Trust by Going Beyond the Letter of the Law
- Respect Rules and Conventions
- Support Responsible Globalization
- Respect the Environment
- Avoid Illicit Activities

- What policies and procedures will foster an Ethical Culture?
  - For customers
  - For employees
  - For Owners/Investors
  - For Suppliers
  - For the Community
  - For Competitors

- Read the case.
- Select a discussion leader and a recorder who will give a brief report to the whole group.
- Discuss and answer the questions at the end of the case.
- Agree on key points to present to the whole group.

Business Process	Disclosures	Principles	Stakeholders	Case Studies
100	100	100	100	100
200	200	200	200	200
300	300	300	300	300
400	400	400	400	400
500	500	500	500	500

# Questions?

John Comer, CFP®

Comer Consulting, LLC

763-540-0711

[john@jcomerconsulting.com](mailto:john@jcomerconsulting.com)

[www.jcomerconsulting.com](http://www.jcomerconsulting.com)