Professional Ethics in Practice

An Interactive, Educational Program

Comer Consulting, LLC
Today’s Agenda

• The Minnesota Principles
• Case Application
• Case Application
• Ethical Jeopardy
Purpose

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

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

- 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

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

Your Business

- Customers
- Employees
- Owners/Investors
- Suppliers
- Communities
- Competitors
Case Discussion

• 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

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
Instilling an Ethical Culture

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

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