

ETHICS

Presented by Carmen Good



DEFINITION OF ETHICS

Meaning at its simplest, ethics is a system of moral principles that affect how people make decisions and lead their lives.



CORE ETHICAL VALUES



ETHICS VS. MORALS

Ethics and morals are both related to right and wrong conduct, but they differ in a few ways



DIFFERENCE BETWEEN ETHICS AND MORALS

Ethics

Rules that come from an external source, like a code of conduct or religious principles. Ethics are more practical and can be relative to different cultures and communities.



DIFFERENCE BETWEEN MORALITY AND ETHICS

Morals

An individual's own principles about right and wrong. Morals are based on a person's character and the standards they set for themselves.



BUSINESS ETHICS

Business ethics refers to the moral principles which are considered right by the society and should govern and guide the activities of a business.



BUSINESS ETHICS

- Key to building a successful business is to constantly serve the community...then profit will come.
- Business ethics has a great importance to business success.



BUSINESS ETHICS

There are seven principles of business ethics:

- Accountability
- Care and Respect
- Honesty
- Healthy competition
- Loyalty
- Transparency
- Respect for the rule of law



CORE VALUES

- Educate clients and potential customers; help them in making the best decisions
- Have a set of specific and unique core values – competitive advantage



CORE VALUES

- Donating your knowledge / volunteer your time
- Build sustainable solutions by collaborating with local community resources
- Incorporate honesty and integrity into your business



CORE VALUES

- Respect your customers/clients—
Always
- Anticipate customer needs
- Focus on external elements such as current economic situations, regulations ...

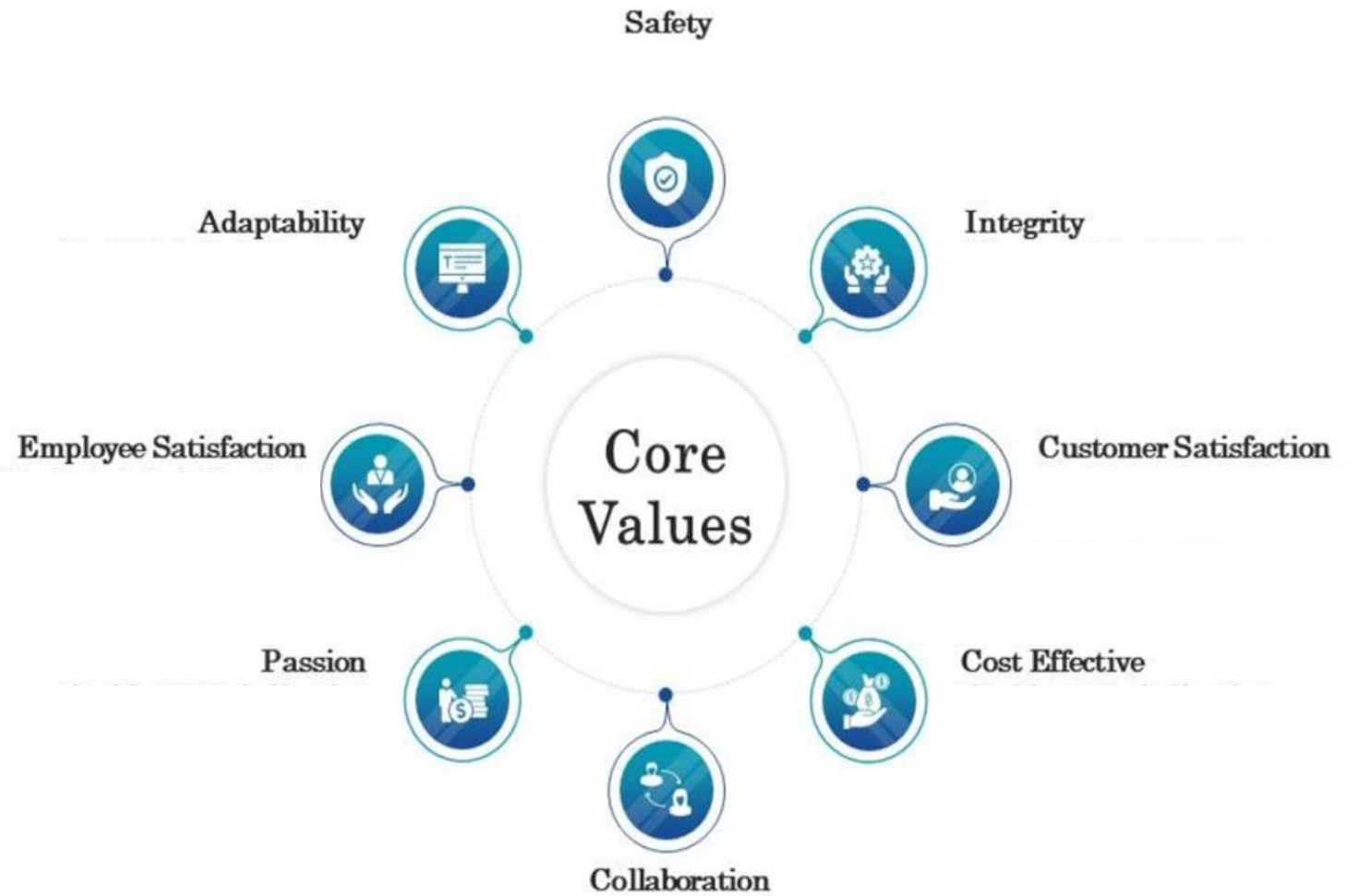


CORE VALUES

- Be consistent
- Open and honest communication
- Focus on providing value not only sales



CORE VALUES



Questions?

A hand-drawn underline in black ink is positioned below the word "Questions?". To the right of the underline, the tip of a black marker is visible, pointing towards the text. The marker has the word "Carte" partially visible on its side.

THANK YOU



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