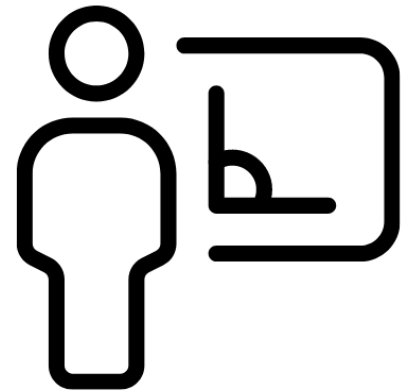


# Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



*Ethics is the activity of man directed to secure the inner perfection of his own personality.*

*Albert Schweitzer*

## Module Two: What is Ethics?



Personal ethics determine individual standards of right and wrong and steer people to the choices they make. It is an individual's responsibility to examine their morals and behavior.

Business ethics refers to the behavior relating to the moral problems that occur in business organizations.

## What Is Business Ethics?



People often automatically assume that businesses are unethical. Business seems to be constantly linked to scandals. Given the media attention to bad ethical decisions, companies that practice good business ethics can distinguish themselves in the minds of their customers and their employees. The company culture helps determine the ethics of the organization. It is crucial that businesses behave ethically in every working relationship.

## Ethical Obligations

- **Employees:** Companies need to treat all of their employees ethically. Begin by providing employees with the rights guaranteed to them by the United States Department of Labor. Ethical businesses, however, may go above and beyond the minimum requirements in the way that they treat their employees.
- **Shareholders and investors:** There is a moral obligation to repay investors and meet the needs of shareholders, particularly low-level shareholders.

- **Customers:** Every business needs to build ethical customer relationships by providing safe products and honoring warranties. Consumers are growing more aware of which companies treat them fairly, and they will support the ones they trust.
- **Community:** Businesses have an ethical obligation to be involved in their local communities. This includes communities where they interact with customers, and beyond.
- **Vendors and Other Companies:** Always deal ethically with vendors and other organizations you work with.

<b>Estimated Time</b>	10 minutes
<b>Topic Objective</b>	Introduce business ethics and different relationships that it should govern.
<b>Topic Summary</b>	What Is Business Ethics?  This exercise allows participants to consider what an ethical organization looks like.
<b>Materials Required</b>	<a href="#">Worksheet 1: Business Ethics</a>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the worksheet individually. Break into small groups and discuss your answers. Reunite with the class and review the topic.
<b>Stories to Share</b>	Share a personal story of a time you dealt with an ethical company as a customer, vendor, employee, or shareholder.
<b>Delivery Tips</b>	Skip the large group conversation or the small group discussion if you need more time.
<b>Review Questions</b>	What relationships should companies consider when contemplating business ethics?

## 10 Benefits of Managing Ethics



Running an ethical organization is rewarding in various ways. Having a set ethics code will prepare your team to deal with an ethical dilemma, and can be revisited as needed. Ethics management has a multitude of benefits that will positively benefit the short- and long-term success of your organization.

There are, however, 10 common benefits that all companies have when they manage their business ethics.

### Benefits:

- Ethical companies comply with all legal requirements and are **less likely to be fined or sued**.
- Consumers are more likely to **support a business** with a reputation as an ethical organization.
- Companies with ethical values **improve their communities**.
- Ethical rules **save** organizations from accidentally violating the rights of employees or consumers.
- Employees' personal moral **standards will improve** at an ethical business.
- A fair working environment facilitates **teamwork** and productivity.
- Many successful financial business **practices are reinforced** by ethical business practices.
- Established ethical guidelines will **lead a company** in times of change and stress.
- Ethical companies **retain employees** and **save money** in turnover.
- There is **personal satisfaction** in doing the right thing.

<b>Estimated Time</b>	10 minutes
<b>Topic Objective</b>	Share the common benefits of managing ethics.
<b>Topic Summary</b>	10 Benefits of Managing Ethics Use the exercise to explore how managing ethics will improve business.
<b>Materials Required</b>	<a href="#">Worksheet 2: 10 Benefits</a>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Work on the exercise independently. Share your answers with your small group and review as a class.
<b>Stories to Share</b>	Provide an example of a business that is ethical and successful. For example, Timberland is known for being socially responsible.  <a href="https://www.timberland.ca/responsibility.html">https://www.timberland.ca/responsibility.html</a>
<b>Delivery Tips</b>	If you feel that you are short on time, skip the class discussion.
<b>Review Questions</b>	What are some of the benefits of managing business ethics?

## Case Study

E.F. Hutton began in 1904 and became a well-respected financial institution. By the 1980s, however, the company's reputation was tarnished by unethical behavior. In 1980, the company was discovered kiting and money laundering. Managers were instructed to and were rewarded for "borrowing" from the accounts of the customers. Many who agreed to the practice were later brought up on charges and fired. The company made financial restitution. Evidence of money laundering resurfaced in 1987, right before the stock market crashed, and the organization was not able to survive the second scandal.

<b>Estimated Time</b>	10 minutes
<b>Topic Objective</b>	To contemplate the reasons why the employees of E.F. Hutton would consider breaking the law
<b>Topic Summary</b>	The Case Study of EF Hutton Use the exercise to explore reasoning behind unethical business behavior
<b>Materials Required</b>	<a href="#">Worksheet 3: EF Hutton</a>

<b>Planning Checklist</b>	Provide participants with a copy of Worksheet 3
<b>Recommended Activity</b>	Work on the exercise independently. Share your answers with your small group and review as a class.
<b>Stories to Share</b>	None
<b>Delivery Tips</b>	If you feel that you are short on time, skip the class discussion.
<b>Review Questions</b>	Is there ever a good reason to conduct unethical business?

## Practical Illustration



Jim Johnson owned a large investing brokerage in a large city. His firm had many clients who trusted them with their money, as they were known as an ethical and upstanding business. When Jim retired a new CEO, Andrew, filled his place. Andrew brought in new managers who encouraged their employees to “borrow” from client’s accounts.

When it was discovered what the brokerage were doing, a nation-wide scandal erupted. Almost every customer closed their account with Andrew’s brokerage and no new clients came to them due to their new unethical reputation. The brokerage never recovered, and soon after had to shut down.

## Module Two: Review Questions

1.) Standards are determined by\_\_\_\_\_.

- a) Income
- b) Birthright
- c) Ethics
- d) Morals

Personal ethics determine individual standards of right and wrong.

2.) Companies need to treat all of their employees ethically?

- a) True
- b) False

It is an ethical obligation that companies need to treat all of their employees ethically.

3.) Which is a benefit of running an ethical business?

- a) Less likely to be fined or sued
- b) Improve their community
- c) More productivity
- d) All of the above

These are all benefits that companies have when they manage their business ethics.

4.) What determines the ethics of an organization?

- a) How much money they make
- b) How many employees they have
- c) The company culture
- d) The location of the company

The company culture helps determine the ethics of the organization.

5.) What unethical behavior caused the E.F. Hutton company to fail?

- a) Charity donations
- b) Check kiting
- c) Reporting accounting errors
- d) Paying fair wages

In 1980, the company was discovered kiting and money laundering.

6.) What is a company's moral obligation to its investors?

- a) To invite them to meetings
- b) To include them in decision making
- c) To pay them back
- d) To ask them for advice

There is a moral obligation to repay investors and meet the needs of shareholders, particularly low-level shareholders.

7.) To build good customer relations, a company must\_\_\_.

- a) Provide safe products
- b) Honor warranties
- c) Contact customers regularly
- d) Both A and B

Every business needs to build ethical customer relationships by providing safe products and honoring warranties.

8.) Another benefit of managing company ethics is\_\_\_.

- a) Being fined
- b) Decreasing employee morale
- c) Saving money
- d) None of the above

Ethical companies retain employees and save money in turnover.

9.) Consumers are more likely to \_\_\_\_\_ a business with a reputation as an ethical organization.

- a) Ignore
- b) Support
- c) Dismiss
- d) Disfavor

Consumers are more likely to support a business with a reputation as an ethical organization.

10.)What do people often automatically assume about businesses?

- a) They are unethical
- b) They are ethical
- c) They are never linked to scandals
- d) None of the above

People often automatically assume that businesses are unethical.

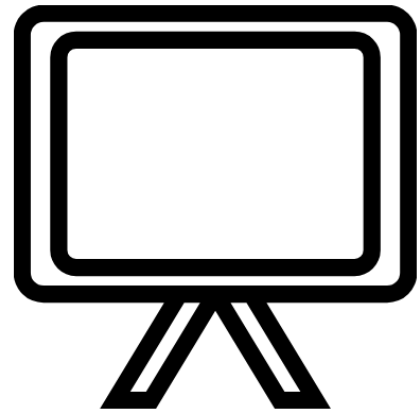


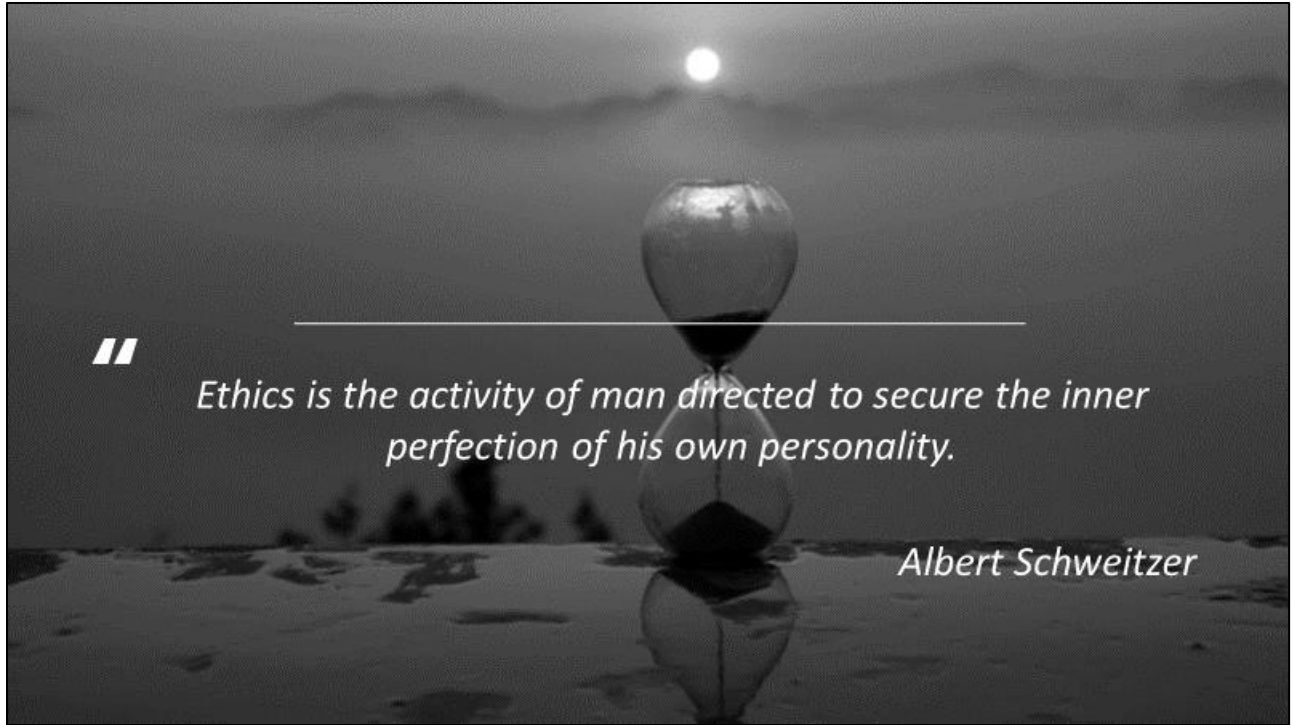
# PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

*Ethics is the activity of man directed to secure the inner perfection of his own personality.*

*Albert Schweitzer*

## MODULE TWO

# What is Ethics?

Personal ethics determine individual standards of right and wrong and steer people to the choices they make.

Business ethics refers to the behavior relating to the moral problems that occur in business organizations.



## What Is Business Ethics?

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Companies that practice good business ethics can distinguish themselves in the minds of their customers and their employees.

## Ethical Obligations

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- Employees
- Shareholders and investors
- Customers





## 10 Benefits of Managing Ethics

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Less likely to be fined or sued

Improve their communities

Standards will improve

## Case Study

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E.F. Hutton began in 1904 and became a well-respected financial institution.



## Practical Illustration



- What Is Business Ethics?
- Ethical Obligations
- 10 Benefits of Managing Ethics
- Case Study

## Module Two: Review Questions

1. Standards are determined by\_\_\_\_\_.

A. Income

B. Birthright

C. Ethics

D. Morals

# Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.





# Business Ethics

## Quick Reference Sheet



### What is Business Ethics?

People often assume that businesses are unethical; businesses seem to be constantly linked to scandal. Company culture helps determine the ethics of a particular organization, so it is crucial that businesses behave ethically in every working relationship and create the foundation for an ethical company culture.

#### Ethical Obligations:

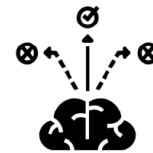
- **Employees:** Companies need to treat all of their employees ethically. Begin by providing employees with the rights guaranteed to them by the United States Department of Labor. Ethical businesses, however, may go beyond the minimum requirements in the way that they treat their employees.
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- **Customers:** Every business needs to build ethical customer relationships by providing safe products and honoring warranties. Consumers are growing more aware of which companies treat them fairly, and they will support the ones they trust.
- **Community:** Businesses have an ethical obligation to be involved in their local communities. This includes communities where they interact with customers and beyond.
- **Vendors and Other Companies:** Always deal ethically with vendors and other organizations you work with.

### Benefits

Implementing ethics in the workplace will lead to increased profits and long-term growth. Unethical business practices can cause immediate financial gain, but, in the long-run, will cost companies. Customers, and employees. When unethical practices become public knowledge, it is difficult for a business to recover its reputation. Organizations with reputations for being ethical will also find it easier to earn credit, find investors, and expand into international markets. There are also benefits at the organizational level.

#### Organizational Benefits:

- ✓ Convinces employees that the company truly values ethical decision-making.
- ✓ Builds awareness of ethical issues.
- ✓ Creates an ethical guideline for employees to follow.



## Identify Types of Responsibilities

There are different types of responsibilities related to businesses. Ethical organizations will shoulder that responsibility and consider the social ramifications of their actions.

**Types:**



- ✓ **Legal:** Socially responsible companies are obligated to meet legal requirements that govern their industries. Health and safety standards and fair treatment of employees fall under this type of responsibility.



- ✓ **Financial:** Financial responsibility is more than turning a profit. Financial ethics cover everything from fair salaries to fair payments for raw materials and services, and fair pricing for customers.



- ✓ **Philanthropic:** Many organizations are being recognized for their philanthropy. Philanthropy can come in the form of donations, community service, education, and environmental programs. Some companies consider the environment its own type of social responsibility.

## Making Ethical Decisions

Before making any final decisions, use the following steps to make sure that you are making ethical decisions.

- ✓ **Determine the ethics of a situation:** Does the decision affect a group, or have legal ramifications?
- ✓ **Gather Information:** Learn as much as possible about the situation, and get the point of view from all parties involved.
- ✓ **Evaluate Actions:** Make different decisions based on the different ethical standards.
- ✓ **Test Decisions:** Would you be proud of this decision if it were advertised?
- ✓ **Implement:** Implement the decision, and evaluate the results.

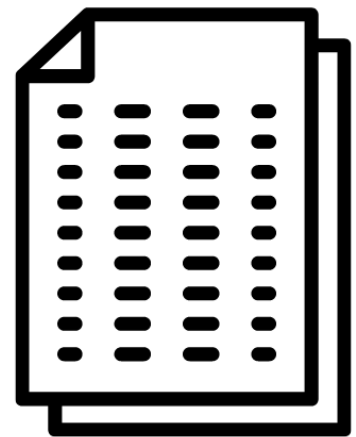


# Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.



As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.

## Sample Worksheet 1

# ***Business Ethics***

Write down actions that make a company ethical. Choose actions for each category. Discuss your answers with the group. Do you see any similarities?

### Employees

- \_\_\_\_\_
- \_\_\_\_\_

### Investors and Shareholders

- \_\_\_\_\_
- \_\_\_\_\_

### Customers

- \_\_\_\_\_
- \_\_\_\_\_

### Community

- \_\_\_\_\_
- \_\_\_\_\_

### Vendors and Other Organizations

- \_\_\_\_\_
- \_\_\_\_\_

## Sample Worksheet 2

# *10 Benefits*

Take a few minutes to consider your favorite store and list the reasons why you shop there.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Think about your favorite or ideal job. What attracts you to the company?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Sample Worksheet 3

# ***E.F. Hutton Case Study***

Contemplate the reasons why the employees of E.F. Hutton would consider breaking the law. How do you think they justified the decision to themselves? Write a list of possible reasons that lead to the unethical behavior. Share your ideas with the group.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Icebreaker: Related Topic

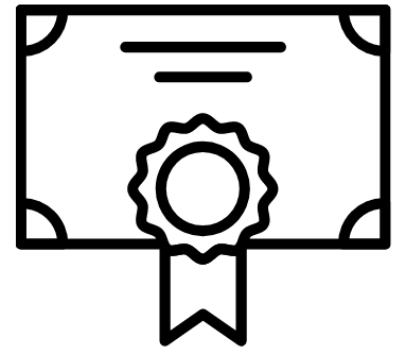
Include a short activity here that is related to the topic of the workshop. You can use the one below if you like.

1. Have the participants at each table answer the following questions:
  - a. Why are they here?
  - b. What is their level of experience with business ethics?
  - c. What they hope to get from this class?
  - d. What was their most memorable vacation or trip?
2. Designate a scribe and have them jot down the answers to question C above.
3. On a separate piece of paper, have the scribe write down the most interesting or exotic vacation or trip from only one table member.
4. Have the scribe hand the note with the answers to question C to you.
5. Have the scribe stand and introduce the table to the class.
6. Then have the scribe share the most interesting vacation or trip from their group.
7. Have the class guess the person that had the most interesting or exotic trip or vacation.
8. Go around to each table until all have given you their answers to question C and shared their most interesting trip or vacation.
9. Debrief by sharing all the answers to question C with the class.
10. Thank participants for sharing.

# Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course*  
*Business Ethics*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_