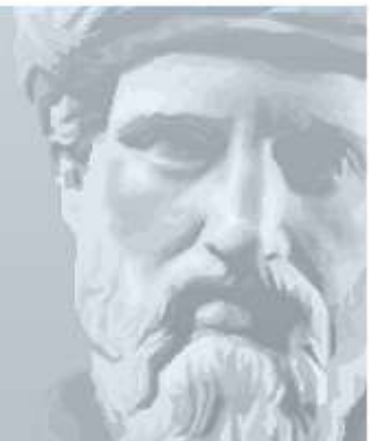
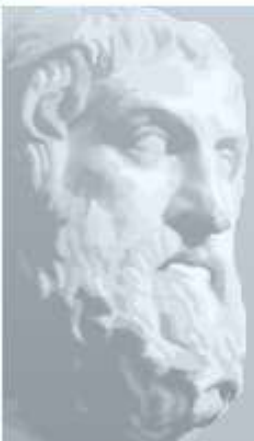


The Business of Ethics





What is your most valuable asset?



Agenda

- What are ethics and how we get them?
- Philosophy, history, and society
- Business
- Insurance

Roadmap



Waiver and Release of Liability Assumption of Risk and Indemnity Agreement

In consideration of permitting me _____
to participate in _____ event Conducted by, _____
in the County of, _____ and State of CA,
on the th day of _____ 2010, for myself, my personal representatives, heirs and next of kin:

HEREBY acknowledge that **Backcountry DRIVING IS A POTENTIALLY DANGEROUS ACTIVITY** and involves the risk of serious injury and/or death and/or property damage. **I FURTHER ACKNOWLEDGE** that driving in the backcountry may cause damage to my vehicle. **I UNDERSTAND** that the driving activities may be conducted at a site that is remote, either by time or distance or both, from medical facilities.

HEREBY RELEASE, WAIVE, DISCHARGE AND AGREE NOT TO SUE _____ or any of the sponsors, land owners or volunteers, or any of its officers, instructors, agents or employees (the Releases') **FROM ALL LIABILITY TO MYSELF**, my personal representatives, assigns, heirs, and next of kin **FOR ANY AND ALL LOSS OR DAMAGE, AND ANY CLAIM OR DEMANDS THEREFOR ON ACCOUNT OF INJURY TO MY PERSON OR PROPERTY OR RESULTING IN MY DEATH, NOW AND FOREVER, ARISING OUT OF OR RELATED TO PARTICIPATION AND/OR INSTRUCTION IN SAID ACTIVITIES, OR ANY OTHER RELATED DRIVING OPERATIONS THAT MAY OCCUR, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES OR OTHERWISE.**

HEREBY ASSUME FULL RESPONSIBILITY FOR ANY RISK OF BODILY INJURY, DEATH OR PROPERTY DAMAGE, now and forever, arising out of or related to participation and/or instruction in said activities, or any other related driving operations, whether foreseen or unforeseen and whether caused by the negligence of the Releases' or otherwise, **I HEREBY SEPARATELY** agree to **INDEMNIFY** and **SAVE** and **HOLD HARMLESS** the Releases' from any loss, liability, damage or cost that they may incur, now and forever, arising out of or related to participation and/or instruction in said course, activities, or any other related driving operations, whether caused by the negligence of the Releases' or otherwise.

HEREBY acknowledge that **INJURIES RECEIVED MAY BE COMPOUNDED OR INCREASED BY NEGLIGENT RESCUE OPERATIONS OR PROCEDURES OF THE RELEASEES** and agree that this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement extends to all acts of negligence by Releases', **INCLUDING NEGLIGENT RESCUE OPERATIONS** and is intended to be as broad and inclusive as permitted by the laws of the Province or State in which the activities are conducted and that if any portion thereof is held invalid, it is agreed that the balance shall,

Notwithstanding, continue in full legal force and effect.

I have read this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement, fully understand its terms

Self-reflection



- Monday: lied to get out of diaper duty
- Tuesday: Drove to Salem for ethics presentation to get out of diaper duty
- Wednesday: lied to get out of diaper duty
- Thursday: lied to get out of diaper duty
- Friday: lied to get out of diaper duty
- Saturday: Lied to get out of diaper duty
- Sunday: Lied to get out of diaper duty

Room survey



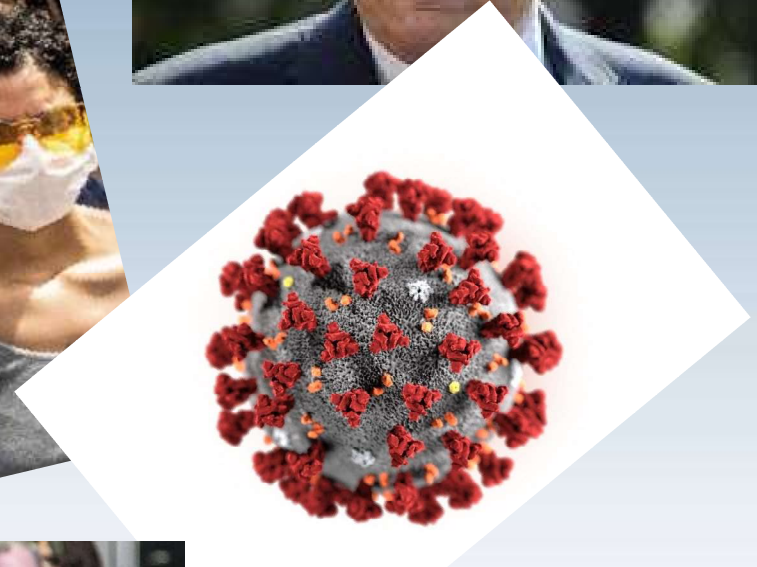
Ethics in 2018



Putin 'Likely' Ordered Russian Ex-Spy's Poisoning, Britain Says



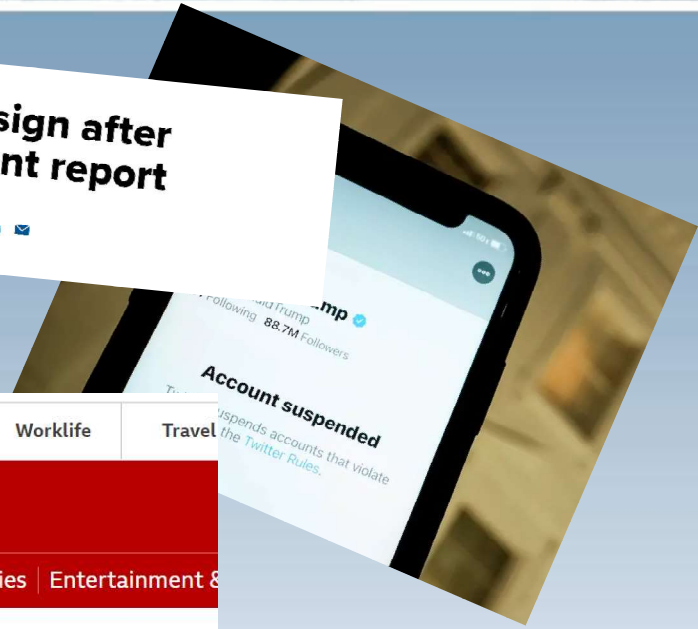
Ethics in 2020



Ethics in 2021



POLITICS
Biden calls on Cuomo to resign after bombshell sexual harassment report
PUBLISHED TUE, AUG 3 2021 4:48 PM EDT | UPDATED TUE, AUG 3 2021 5:50 PM EDT
Christina Wikie @CHRISTINAWIKIE
SHARE f t in e



BBC Sign in Home News Sport Reel Worklife Travel

NEWS

Home | Coronavirus | Video | World | US & Canada | UK | Business | Tech | Science | Stories | Entertainment & Culture

Asia | China | India

Olympics opening ceremony director sacked for Holocaust joke

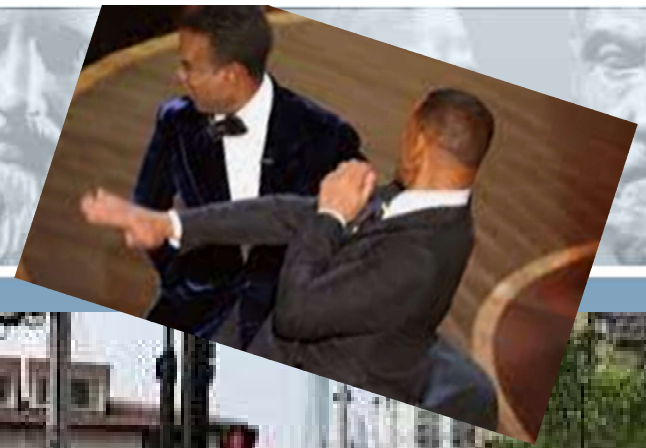


Landlords launch legal battle to stop Biden's new eviction moratorium

By Emily Coonan August 5, 2021 | 9:27am | 1 minute



Ethics in 2022



Ethics in tech



TECH

Tech Giants to Face EU Legal Push on Content, Competition, Taxes

European Union's Margrethe Vestager details new boundaries for Google, Amazon, Facebook, others

THE WALL STREET JOURNAL.

Ethics in tech



- EU probe on Amazon for using data from independent retailers to gain an unfair advantage.
- EU probe on Apple for Apple Pay and App Store practices.
- EU investigation into Google data practices.
- Ongoing corruption charges against Samsung in South Korea
- Facebook advertising policies
- India banned Chinese app Tik-Tok

Ethics in tech



- Google, Facebook, and Twitter have suspended data requested by Hong Kong law enforcement.
 - “We believe freedom of expression is a fundamental human right and support the right of people to express themselves without fear for their safety or other repercussions.” –Facebook spokesperson

Smart speakers



- Alex
- Siri
- Google Assistant
- Bixby
- Cortana

Debate:

- Should we wear masks during a pandemic?
 - Personal freedoms vs the greater good



Debate

- The state of Oregon should impose a 20% sales tax on soft drinks.





Definition



- Ethics are moral principles that govern behavior.
- Greek word that means “the science of morals.”
- Doing the right thing, at the right time, and in the right way. –Aristotle.

Definition



- Per Webster's
 - Rules of behavior based on ideas about what is morally good and bad
 - **ethics** : an area of study that deals with ideas about what is good and bad behavior : a branch of philosophy dealing with what is morally right or wrong
- : a belief that something is very important

Definition



- **Unethical behavior:**
 - Not morally correct;
 - Not conforming to a high moral standard : morally wrong : not ethical;
 - Not conforming to approved standards of social or professional behavior;
 - Taking advantage of one or more third parties for personal or institutional gain, that is often in the short term.

Definition



- “...(Adam) Smith argued...the universal human drive for self-love and our instinctual curiosity can be the engines of social improvement, to the benefit of the community at large.”
- ”American Mania,” Peter C. Whybrow, M.D.

Definition



- “Reverence for life affords me my fundamental principle of morality, namely, that good consists in maintaining, assisting and enhancing life, and that to destroy, to harm, or to hinder life is evil.”

Author Lawrence Wright

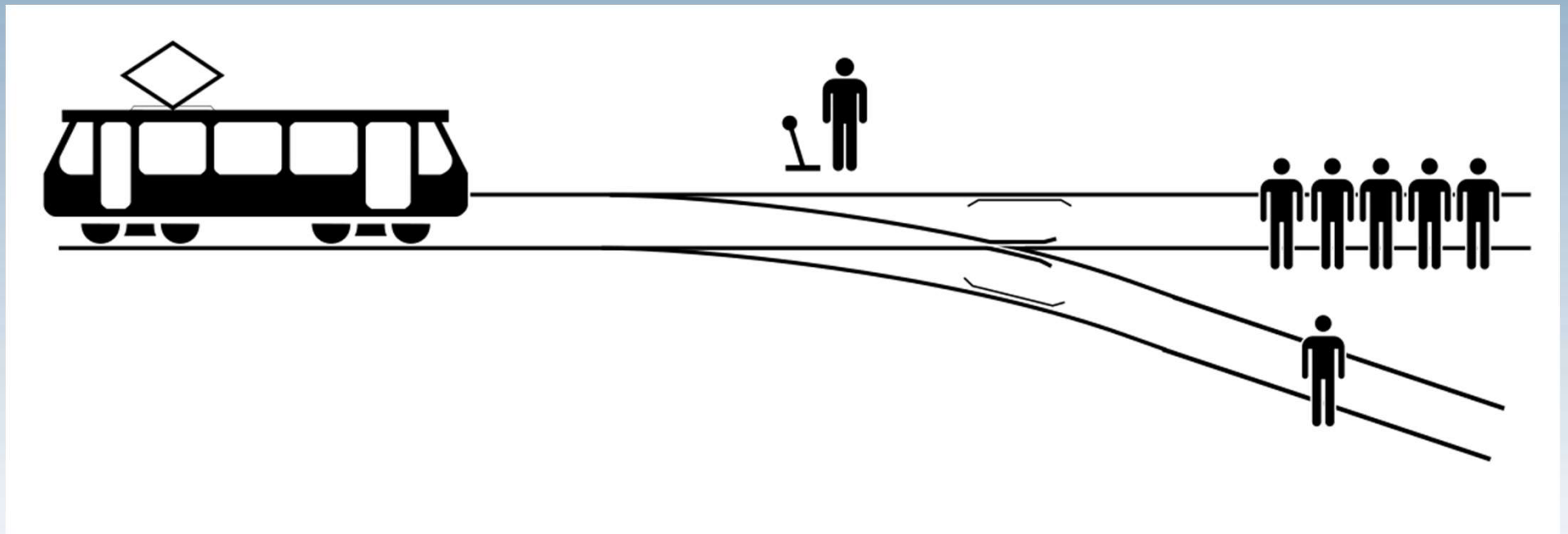
“The End of October”

Definition



- Balancing individual needs and wants with those of society:
 - Not putting your own needs and desires above those of others beyond those critical for survival i.e., putting on your oxygen mask first on an airplane.
 - Ethics is a tool for our survival, our family's survival, and our species' survival

Trolley problem



Should you go in?



Should you go in?



- Moral “perfection” can also be bad
- Moral exhaustion: Banking, gas vs electric cars, Gucci vs charity
- Balancing your needs with those of society
 - The soldier that is too scared to fight is as useless as the one that is too brave
 - Practice, reflection, and balance

Fifty Shades of Ethics

- Genetics
- Technology
- Politics
- Healthcare
- Interpersonal relationships



Discussion item

- You're a minute late. Should you still receive CE?

Afterlife

- According to a recent survey, 58% of Britons are worried they will go to hell!



Group Exercise

- Who are some of the most ethical people in our industry? Why?



Group Exercise

- What traits do you need to be successful in the health insurance industry?



Discussion

- Where do your ethics come from?
 - Parents
 - Friends
 - Co-workers, leadership, business entities
 - Culture
 - Cool phrases at the tattoo parlor
 - Religious organizations

Discussion

- Who has the most influence on your ethics now as an adult?



Bias

- What are your biases?
- How do they influence your decisions?

Bias



Photo: iStockphoto.com



Bias



Bias



Bias



Bias



Bias





Strategies to address unconscious bias

- Self-awareness.
- Understanding the nature of bias.
- Discussing with others, especially with those of socially dissimilar groups.
- Facilitated discussions and trainings.

Source: University of California, San Francisco

Strategies to address institutional unconscious bias



- Develop concrete, objective indicators & outcomes for hiring, evaluation, and promotion to reduce standard stereotypes.
- Develop standardized criteria to assess the impact of individual contributions in performance evaluations.
- Develop and utilize structured interviews and develop objective evaluation criteria for hiring.
- Provide unconscious bias training workshops for all constituents.



Under the Influence

- “Best friends, peer groups and social crowds all appear to affect adolescents’ smoking and other substance use.” – National Institute of Child Health and Human Development
- You are the average of the five people you spend the most time with. –Jim Rohn, motivational speaker.

Under the Influence



- “Dishonesty is contagious,” said the University of Nottingham’s Simon Gaechter.
- A study of cheating in dice games showed that the more corrupt the country, the higher the chance of cheating in dice.
- Based on the international corruption index.

Tiger Wood Cheating Scandal



Philosophy



- Socrates believed that people will do what is good provided that they know what is right.
- Aesop

A Doe hard pressed by hunters sought refuge in a cave belonging to a Lion. The Lion concealed himself on seeing her approach, but when she was safe within the cave, sprang upon her and tore her to pieces. "Woe is me," exclaimed the Doe, "who have escaped from man, only to throw myself into the mouth of a wild beast?"

Philosophy



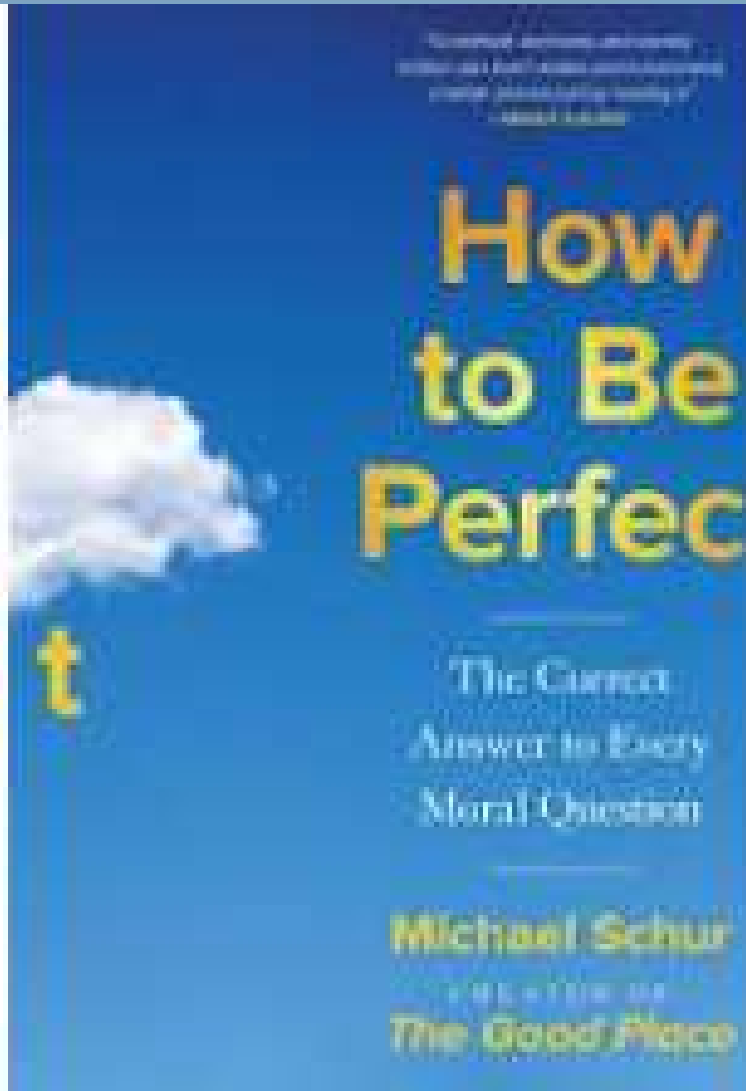
- “Whoever fights monsters should see to it that in the process he does not become a monster. And if you gaze long enough into an abyss, the abyss will gaze back into you.” –Friedrich Nietzsche
- “I can calculate the motions of the heavenly bodies, but not the madness of people.” Sir Isaac Newton
- “...You either die a hero, or you live long enough to see yourself become the villain.” –Two-Face

Epicurus



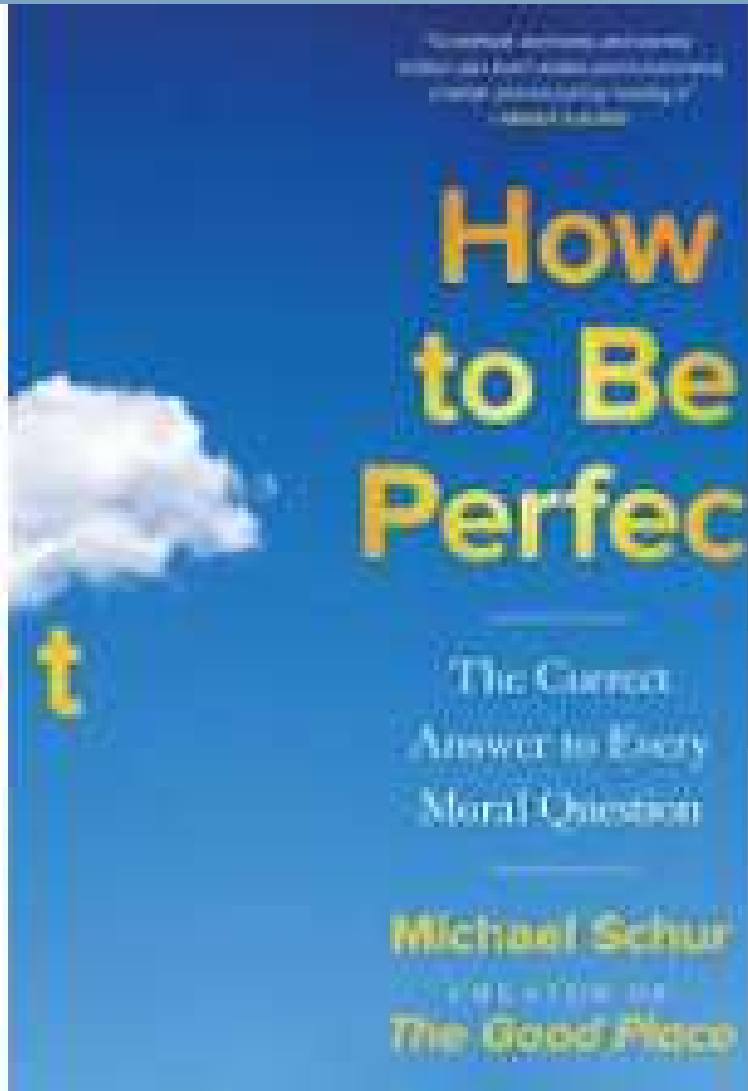
- Happiness is the supreme good. But it is hard work to be happy.
- Material pursuits will only make us temporarily happy as compared to true human relationships.
- *“...man loses all semblance of mortality by living in the midst of immortal blessings.”*

How to be Perfect



- Should you punch a friend in the face for no reason?
 - Why not?
 - Attribute of anger: too much & too little
- Aristototele said the purpose of life is to achieve happiness (nirvana)
 - Buddhist nirvana
 - Need to be virtuous to be happy
 - Difficult to have friends if you suck
 - Potential for virtue but need to develop it

How to be Perfect



- \$836 fender-bender vs Hurricane Katrina

Dante's Inferno



- “Virtue, as Dante showed in the Inferno, is not simply refraining from sin; it requires action.”
“The Lucifer Effect,” Philip Zimbardo

Ethos, Pathos & Logos



- The study of moral persuasion
 - Ethos
 - Logical appeal, creditability
 - “Ethics” comes from this Greek word, which means “character”
 - Pathos
 - Empathy or emotion
 - Logos
 - Logic

Bushido

- Righteousness/duty
- Courage
- Benevolence
- Respect
- Sincerity
- Honor
- Loyalty
- Self-control



Buddhism



- “Emperor Wu asked Bohidharma, the founder of Zen Buddhism in China, how much merit he had earned by building temples all over the country. Bodhidharma said, ‘None whatsoever.’ But...if you build one temple while dwelling deeply in the present moment—not wanting to be anywhere else ,not caring about fame or recognition...you will be feel very happy.”

-Thich Nhat Hanh (Nobel Peace Prize), *The Heart of Buddha’s Teaching*”

Buddhism

- Is it ethical if you're making a charitable donation because it's advertising for your company?
- Is it ethical to make a charitable donation if you do it because it's a cause that impact you?
- Is it ethical to make a charitable donation if you do it because your accountant suggested it?
- How can you promote your modesty?

Christianity



- “For what shall it profit a man if he shall gain the whole world, but lose his soul?”

-Mark 8:36

- Adam & Eve’s succumbing to temptation
 - Are we born evil?
 - Does society make us evil?
 - Natural instincts, temptations and compulsion vs education, religion, family, etc.

Central Africa (Akan)



- “...character is acquired. A person is therefore responsible for the state of his or her character, for character results from the habitual actions of a person.”

Standard University



Ethics—What we don't know

- African beliefs
- Aboriginal Australian beliefs
- Muslim beliefs
- Asian beliefs
- Native American beliefs
- Hindu and Buddhist beliefs

War



- 90% of the time when victims of battle were killed, tortured, or mutilated, it was by warriors who had first changed their appearance and deindividuated themselves. (R.J. Watson, Human relations Area Files)
- Do we behave differently when we are more anonymous?
 - Passive-aggressive emails
 - Cutting people off
 - Yelling at Comcast rep on the phone

Kindergarten



- Share everything
- Play fair
- Don't hit people
- Put things back where you found them.
- Clean up your own mess.
- Don't take things that aren't yours.
- Don't steal other people's boogers.
- Etc., etc.



Other Ethical Codes

- Golden Rule
 - Treat others as you would like to be treated yourself.
- Code of Hammurabi
 - An eye for an eye
- Ten Commandments
 - No gods before me
 - Don't take the Lord's name in vain
 - Keep the Lord's Day holy
 - Honor your mother and father
 - Shall not kill
 - Shall not commit adultery
 - Shall not steal
 - Shall not bear false witness
 - Shall not covet neighbor's wife
 - Shall not covet neighbor's goods

Declaration of Geneva



- I solemnly pledge to consecrate my life to the service of humanity;
- I will give to my teachers the respect and gratitude that is their due;
- I will practice my profession with conscience and dignity;
- The health of my patient will be my first consideration;

Declaration of Geneva



- I will respect the secrets that are confided in me, even after the patient has died;
- I will maintain by all the means in my power, the honour and the noble traditions of the medical profession;
- My colleagues will be my sisters and brothers;
- I will not permit considerations of age, disease or disability, creed, ethnic origin, gender, nationality, political affiliation, race, sexual orientation, social standing or any other factor to intervene between my duty and my patient;

Declaration of Geneva



- I will maintain the utmost respect for human life;
- I will not use my medical knowledge to violate human rights and civil liberties, even under threat;
- I make these promises solemnly, freely and upon my honour

American Medical Association Principals of Ethics



- A physician shall be dedicated to providing competent medical care, with compassion and respect for human dignity and rights.
- A physician shall uphold the standards of professionalism, be honest in all professional interactions, and strive to report physicians deficient in character or competence, or engaging in fraud or deception, to appropriate entities.

American Medical Association Principles of Ethics



- A physician shall respect the law and also recognize a responsibility to seek changes in those requirements which are contrary to the best interests of the patient.
- A physician shall respect the rights of patients, colleagues, and other health professionals, and shall safeguard patient confidences and privacy within the constraints of the law.

American Medical Association

Principles of Ethics



- A physician shall continue to study, apply, and advance scientific knowledge, maintain a commitment to medical education, make relevant information available to patients, colleagues, and the public, obtain consultation, and use the talents of other health professionals when indicated.
- A physician shall, in the provision of appropriate patient care, except in emergencies, be free to choose whom to serve, with whom to associate, and the environment in which to provide medical care.

American Medical Association Principles of Ethics



- A physician shall recognize a responsibility to participate in activities contributing to the improvement of the community and the betterment of public health.
- A physician shall, while caring for a patient, regard responsibility to the patient as paramount.
- A physician shall support access to medical care for all people.



American Medical Association

- “Healthcare is a fundamental human good...”
- “Society has an obligation to make access to an adequate level of care available to all its members, regardless of ability to pay.”

Vaccination



- 1796 English physician Edward Jenner creates smallpox vaccine.
 - Injects James Phipps, the son of his gardener, and creates vaccination.



NAHU Code of Ethics

- To hold the selling, service and administration of health insurance and related products and services as a professional and public trust and do all in my power to maintain its prestige.
- To keep paramount the needs of those whom I serve.
- To respect my clients' trust in me, and to never do anything which would betray their trust or confidence.



NAHU Code of Ethics (continued)

- To give all service possible when service is needed.
- To present policies factually and accurately, providing all information necessary for the issuance of sound insurance coverage to the public I serve.
- To use no advertising which I know may be false or misleading.
- To consider the sale, service and administration of health insurance and related products and services as a career, to know and abide by the laws of any jurisdiction Federal and State in which I practice and seek constantly to increase my knowledge and improve my ability to meet the needs of my clients.



NAHU Code of Ethics Continued

- To be fair and just to my competitors, and to engage in no practices which may reflect unfavorably on myself or my industry.
- To treat prospects, clients and companies fairly by submitting applications which reveal all available information pertinent to underwriting a policy.
- To extend honest and professional conduct to my clients, associates, fellow agents and brokers, and the company or companies whose products I represent



Case Study: Cambia Code of Ethics

- Act with integrity and trust
- Comply with policies and procedures
- Comply with laws
- Be accountable and transparent
- Atmosphere of respect
- Avoid conflicts of interest
- Safeguard IP and PHI
- Fair dealing in business and relationships
- Ensure that info. is truthful, accurate & complete



Case Study: Cambia Code of Ethics

- How would it look if I read it in the news tomorrow?
- Would I be able to sleep soundly if I don't speak up?
- Am I going over it again and again my head?



Case Study: Cambia Code of Ethics

- “In its purest form, ethics is reflected in the little and sometimes big decisions we make in terms of how we conduct ourselves personally and professionally every day.” –Mark Ganz, CEO Cambia Health



Case Study: Moda Code of Conduct

- Standards of conduct
 - Observe the highest standards of professionalism at all times.
 - Exhibit a high degree of personal integrity at all times.
 - Refuse to engage in or tolerate any fraud, misuse, abuse or waste of resources.
 - Honor the privacy of employees, members, and providers.
 - Show respect for others we encounter in our business activities and treat them fairly.



Case Study: Moda Code of Conduct

- Standards of conduct (continued)
 - Solicit the options of others as appropriate and encourage different viewpoints when warranted.
 - Seek to resolve dissent and discord, and, if it cannot be resolved, keep it in perspective and respect and support the decision and the decision-maker(s).
 - Encourage others to report violations of this Code of Conduct and protect those who do report.

Case Study: NFL



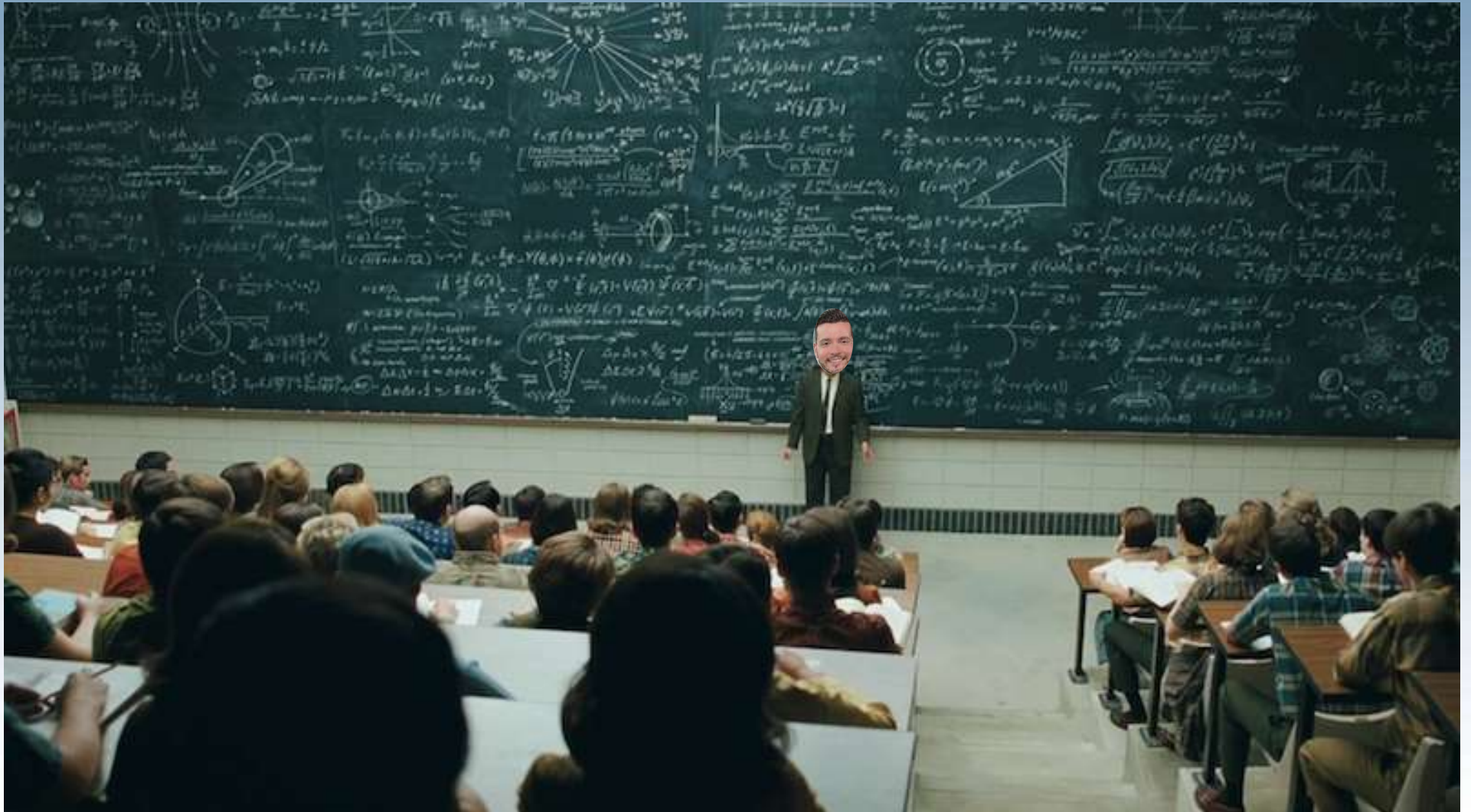
- Conduct by anyone in the league that is illegal, violent, dangerous, or irresponsible puts innocent victims at risk, damages the reputation of others in the game, and undercuts public respect and support for the NFL
- It is not enough simply to avoid being found guilty of a crime. We are all held to a higher standard and must conduct ourselves in a way that is responsible, promotes the values of the NFL, and is lawful. Players convicted of a crime or subject to a disposition of a criminal proceeding (as defined in this Policy) are subject to discipline.

Case Study: NFL



- Reporting – Clubs and players are obligated to promptly report any matter that comes to their attention (through, for example, victim or witness reports, law enforcement, or media reports) that may constitute a violation of this Policy. Clubs are expected to educate their employees on this obligation to report.
- “Workplace Setting” – The workplace setting means any location or conveyance used in connection with NFL activities, including the club facility, training camp, stadium, locker room, location at which a club-sponsored event takes place, and while traveling on team or NFL-related business.

Ethics University



Ethics University



All of the following are ways to address personal bias with the exception of:

- A. Self-awareness.
- B. Understanding the nature of bias.
- C. Focusing engagement on what confirms your existing beliefs
- D. Discussing with others, especially with those of socially dissimilar groups.
- E. Facilitated discussions and trainings.

Ethics University



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Ethics University



- All of the following are part of the NAHU code of ethics except for...
 - A. To do whatever it takes to earn as much as I can financially.
 - B. To keep paramount the needs of those whom I serve.
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 - D. To give all service possible when service is needed.

Ethics University



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 - D. To give all service possible when service is needed.



The Slippery Slope of Lying

- Journal of Applied Psychology conducted an experiment that rewarded cheating gradually for small cash increases.
- “Exposure to slippery-slope conditions more than doubled the rates of unethical behavior...”

The Slippery Slope of Lying



- The journal Nature Neuroscience reported that the brain adapts to lying.
- Like how it adapts to a strong smell.
- You don't feel as guilty the more you do something bad.



The Slippery Slope of Lying

- “What begins with small acts of dishonesty can escalate....the brain generates less of an emotional response each time we lie, and that enables more dishonesty.” –Neil Garrett, Ph.D., Oxford
- Federal agent that infiltrated the Hells Angels said, “Every time I told a lie and it was successful, believed, and received, it empowered me to lie more.”

Men’s Health, May 2021



The Slippery Slope of Lying

- “When you start lying, you don’t think about the thousands of ways events will develop, pulling you deeper and deeper into the lie.” –Floyd Landis, 2006 Tour de France winner.

Lying



- The Washington Post reported that most of us are pretty good at lying by age 5.
- University of Toronto study showed that at age 2, only **30%** of us lie.
- At age 3, that jumps to **50%**.
- By age 5 or 6, **90%** lie.
- “When you tell lies, it costs your brain a heck of a lot more resources than when you tell the truth.” – Kang Lee, University of Toronto

Millennials

- 20% of people over age 55 reported infidelities compared to 17% for those under age 37.
- Study conducted by the Institute for Family Studies and reported by the New York Post.





People lie in bed more than
anywhere else. –Snapchat story



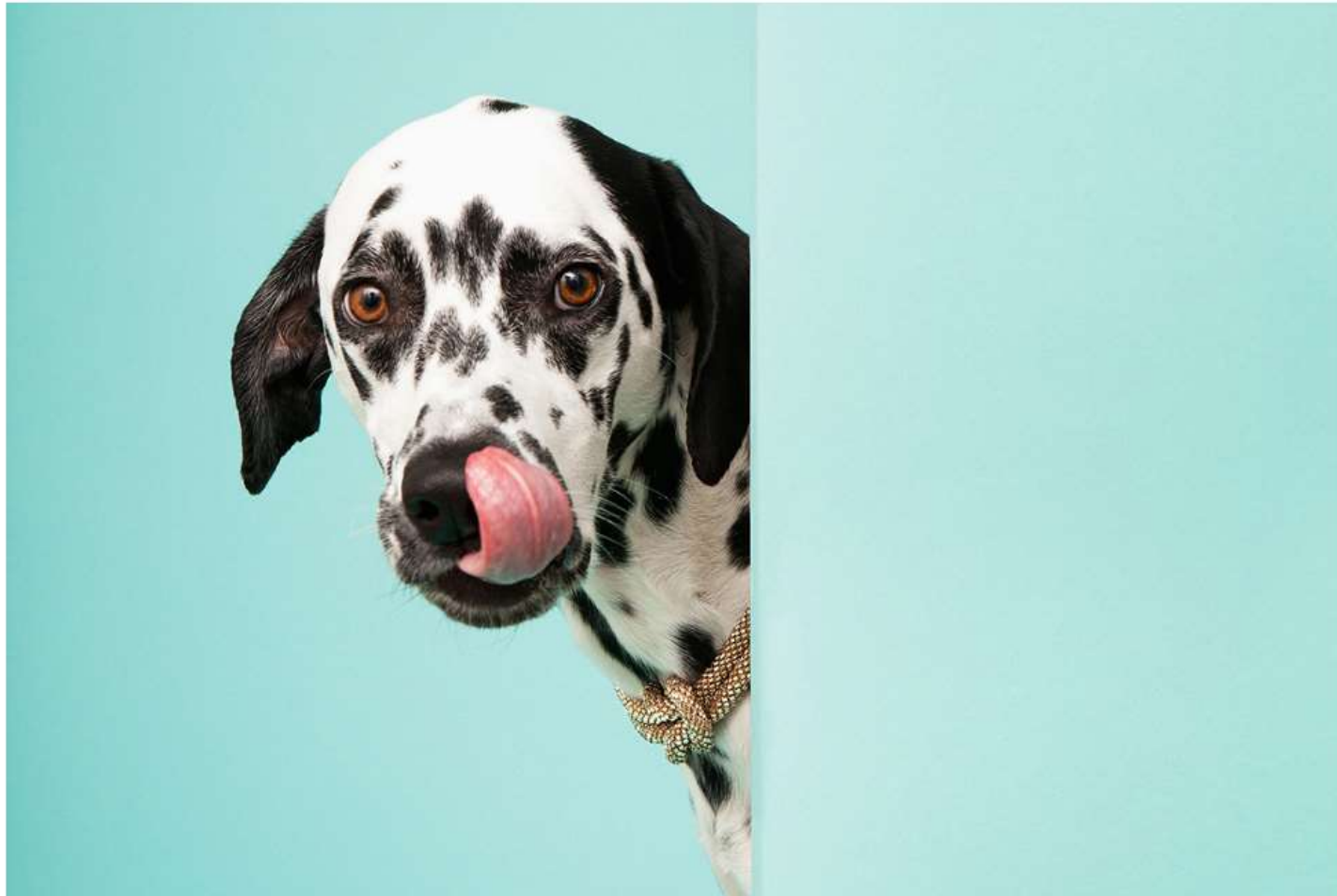
Lies, lies, and more lies

- “In one study, the number of sexual partners women were prepared to recall increased by 30% when they thought they were hooked up to a lie detector.”

“The Body: A Guide for Occupants,” Bill Bryson

Can We Even Trust Dogs?

Dogs use deception to get what they want from humans (a sausage)



**New
Scientist**

Spot the con artist
Ilka & Franz/Getty

Cats manipulate their meows to sound like infants



Ethical Decisions



- “Does this dress make me look fat?”
- I have a date Saturday night when a better opportunity comes up. Do I cancel?
- Your boss is out of town for a meeting. You’ve been working hard. Is it okay to take off 30 minutes early for happy hour?
- I could tell this client about this additional benefit but I’m tired and they probably won’t use it.

Princeton Study



- Students who in a rush to give a presentation on the parable of the Good Samaritan failed to help a man passed out on the street.

Ethics in history



- Colonialism & slavery
- Holocaust
- Dropping the bomb in WW2
- Mao & Stalin
- Vietnam
- WMDs in Iraq



Why Discuss Ethics?

- This is a relationship business. An unethical behavior may be advantageous today but what impact will it have tomorrow?
- Would you want your insurance in the hands of unethical people?
- People talk and this is a small community.
- Being ethical forces you to think critically and potentially provide more value to your clients.
- Ethical dilemmas challenge all of us.



The Philosophy of the Grey Area

- We should discuss ethics to figure out what to do when the answer isn't easy:
 - Is it okay to use a white lie to get out of a social obligation?
 - Is it okay to steal in order to feed a hungry child?
 - Is it okay for US to use drone strikes to eliminate a threat to national security if it could mean civilian casualties?
 - What is a fair rate or renewal? What is a fair commission?

Discussion

- Is it ever truly okay to take the last slice of pizza?
- Emotional cheating
- Flirting
- Keeping secrets
 - Please share some!
- Web surfing at work
- Meeting gets done at 2:30...you're going back to the office right? ...Right?



Discussion



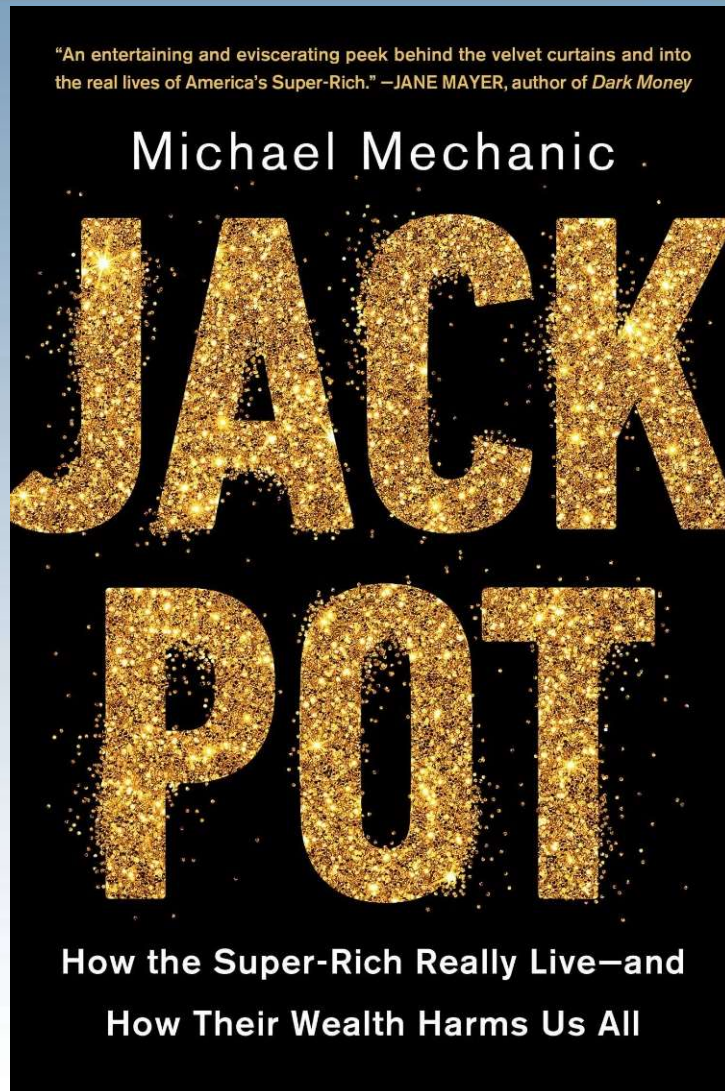
- When is it okay to be unethical?
 - White lies
 - Snitching
 - “It’s so nice to see you!”
 - “We should hang out again soon!”
 - “Yes, I really want children too someday.”
 - “Thanks for following up, Philip.”
 - “I enjoy working with you, Philip.”
 - The NSA
 - Profit margins
 - The entire career of Jack Bauer

Lies we all tell



- “Philip is a nice guy BUT...(says something awful but likely truthful about me, including that I’m not nice)”
- “Sorry I can’t make it...”
 - “but my stomach hurts.”
 - “my babysitter cancelled last minute.”
 - “a big project came up at work.”
- Truth we don’t tell...
 - “Sorry, forgot that Ozark is back!”
 - “Sorry, got drunk day drinking again.”
 - “I am lazy and am still playing Xbox in my pjs.”

Taxes



- Is it ethical to try to pay less taxes?
- Are taxes moral?
- Does something being legal also make it ethical?

Taxes



"An entertaining and eviscerating peek behind the velvet curtains and into the real lives of America's Super-Rich." —JANE MAYER, author of *Dark Money*

Michael Mechanic

JACK POT

How the Super-Rich Really Live—and
How Their Wealth Harms Us All

90s study by Patricia and Jacob Cohen asked 750 young people to rate various accomplishments:

- Getting good grades
- Being a really good person
- Being rich
- Etc.

Psychology study



"An entertaining and eviscerating peek behind the velvet curtains and into the real lives of America's Super-Rich." —JANE MAYER, author of *Dark Money*

Michael Mechanic

JACK POT

How the Super-Rich Really Live—and
How Their Wealth Harms Us All

“The ones who admired materialistic qualities or prioritized being rich were significantly more likely—in some cases more than twice as likely—to exhibit symptoms of paranoia, narcissism, passive-aggressiveness, ...and difficulty forming close relationships.”

Income distribution



- Ariely-Norton (Duke/Harvard) study in 2011 had people guess how national wealth was distributed in the US:

Population segment	Estimated wealth ownership	Actual wealth ownership
Richest 20%	59% (said a fair society would be at 32%)	
Poorest 40%		

Income distribution



- Ariely-Norton (Duke/Harvard) study in 2011 had people guess how national wealth was distributed in the US:

Population segment	Estimated wealth ownership	Actual wealth ownership
Richest 20%	59% (said a fair society would be at 32%)	84%
Poorest 40%		

Income distribution



- Ariely-Norton (Duke/Harvard) study in 2011 had people guess how national wealth was distributed in the US:

Population segment	Estimated wealth ownership	Actual wealth ownership
Richest 20%	59% (said a fair society would be at 32%)	84%
Poorest 40%	9% (said a fair society would be at 24%)	

Income distribution

- Ariely-Norton (Duke/Harvard) study in 2011 had people guess how national wealth was distributed in the US:

Population segment	Estimated wealth ownership	Actual wealth ownership
Richest 20%	59% (said a fair society would be at 32%)	84%
Poorest 40%	9% (said a fair society would be at 24%)	0.3%

Income distribution



History



- “When you think of the long and gloomy history of man, you will find far more hideous crimes have been committed in the name of obedience than have been committed in the name of rebellion.”

-C.P. Snow, “Either-Or” (1961)



Highly successful people

- “How many powerful people would you trust to never get tangled in some kind of moral/ethical/legal/marital/financial/personal controversy?”

”Relentless: From Good to Great to Unstoppable” by
Tim S. Grover



Highly successful people

- “And guess what: that’s how they became powerful in the first place....They’re not bad people....But being conventional is for those content to be ordinary, and ordinary isn’t going to take you to the top.”

”Relentless: From Good to Great to Unstoppable” by
Tim S. Grover



Highly successful people

- “Be honest: Would you be as successful if you followed all the rules and always behaved and never took chances?”

”Relentless: From Good to Great to Unstoppable” by
Tim S. Grover

Business of ethics



- The concept of a profit is innately unethical...but also good
 - Pharmacy profits vs innovation
 - But are alternatives any better?

Ethical Choices in Business



- Senior management faces pressure to perform and deliver growth.
- Employees face pressure to deliver results to senior management.
 - Management and other employees have the potential to violate ethical standards.

Ethical Choices in Business



- What is fair pay?
 - If a janitor makes \$12 an hour, how much should the CEO make? \$120?
 - Should they have the same perks?

Ethics in Business





Best store on earth

Best store in the US

Best store on the block

PROPER FRAMING GALLERY

NINIS
CENTER FOR CHILDREN INC.

Parent Empowerment
Change Lives



Ethics in Advertising



He's one of the busiest men in town. While his door may say *Office Hours 7 to 4*, he's actually on call 24 hours a day. The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—111,597 in all—were queried in this nationwide study of cigarette preference. These leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was *Camel*! The rich, full flavor and cool mildness of Camel's superb blend of master tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste...
T for Throat...

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" in a "T."



CAMELS *Castler Tobaccos*

Ethics in Advertising





Ethics in Advertising

- “What is the morality of playing upon hidden weaknesses and frailties—such as our anxieties, aggressive feelings, dread of conformity, and infantile hangovers—to sell products? Specifically, when the businesses that shape campaigns designed to thrive on these weaknesses they have diagnosed?”
-”The Hidden Persuaders” by Vance Packard

Ethics in sports

Arab News Tuesday, July 07, 2020

ARAB NEWS



SAUDI ARABIA

MIDDLE EAST

WORLD

BUSINESS

SPORT

LIFESTYLE



Find a job now

Earn up to \$17.10/hr. Immediate openings for night shifts.

Amazon is an equal opportunity employer.

LATEST NEWS / **Lifestyle**

Georges Hobeika, Rabih Kayrouz shine during Paris Haute Couture Week

Home / 1,400 migrant workers die in Qatar building World Cup football stadiums: TV documentary

1,400 migrant workers die in Qatar building World Cup football stadiums: TV documentary



Ethical Companies



- What are some of the most ethical companies today?
How does that impact your purchasing decisions?

DeepMind AI Ethics



- Key themes
 - Privacy, transparency and fairness
 - Economic impact: inclusion & equality
 - Governance and accountability
 - Managing AI risk: misuse and unintended consequences
 - AI morality and values
 - AI and the world's complex challenges



2017 Most Ethical Companies

- A firm called Ethisphere evaluates companies on five criteria-
 - Corporate ethics and compliance program.
 - Ethics embedded in corporate culture from the top down.
 - Corporate citizenship and responsibility.
 - Corporate governance.
 - Leadership, innovation, and reputation.

2017 Most Ethical Companies

March 13, 2017 *Coffee & Company*

Starbucks Named One of the World's Most Ethical Companies

Share



2017 Most Ethical Companies

L'Oreal Recognized As One Of The World's Most Ethical Companies

Mar 20, 2014, 08:07 ET from [L'Oreal](#)



NEW YORK, March 20, 2014 /PRNewswire/ -- L'Oreal, the world's leading beauty company, announced today that it has been recognized by the Ethisphere Institute, an independent center of research promoting best practices in corporate ethics and governance, as a World's Most Ethical Company®.

This is the fifth time that L'Oreal has been honored with this award, which recognizes organizations that continue to raise the bar on ethical leadership and corporate behavior.

L'Oreal has also reached 1st place in the Personal and Household Goods sector and 8th globally, with a grade of Aa+, in the Covalence EthicalQuote, a reputation index tracking the world's largest 581 companies on environmental, social, governance, corporate social responsibility, ethics and sustainability.

Journalists and Bloggers

The news you need, when you need it.



Ex. Apple and Foxconn

Bloomberg
Business

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U.S. TRUST



SO HOW DO YOU

choose

A SUCCESSOR?

LEARN MORE >

Inside Apple's Foxconn Factories

By Tom Randall - Mar 30, 2012 12:36 PM PT



PHOTOGRAPH BY CHINA PHOTOS/GETTY IMAGES

9 of 16

< PREV | NEXT >

Suicide Nets Installed at the Dorms

Employee dormitories are equipped with protective nets, pictured here at Foxconn's industrial complex in Shenzhen.

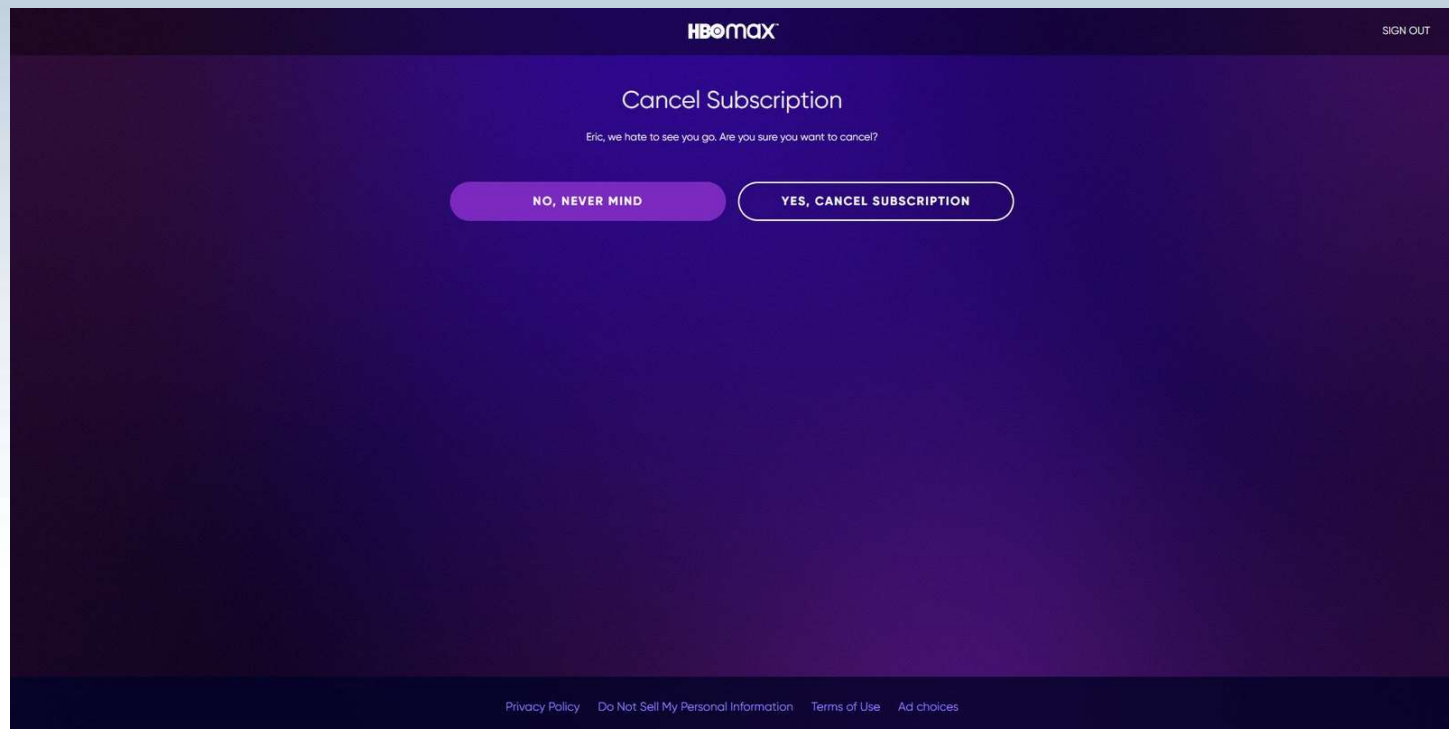
Foxconn installed the nets and hired mental-health professionals in response to the spate of suicides that peaked in 2010 with at least 10 deaths.

Read more [energy & sustainability news](#).

Bloomberg
POPULAR IN INVESTING

Dark Patterns

- “The ways in which software can subtly trick users into doing things they didn’t mean to do, or discouraging behavior that’s bad for the company.”
- The small, impossible to find email unsubscribe button.



Dark Patterns

- Having to call Amazon to fully close your account.
- Sneaking items in your shopping basket like a warranty.

Dark Patterns



- University of Chicago and Princeton University study reported on Wired.
- 11,000 shopping sites with 11 percent of them having dark patterns.
- Low stock notice on items for scarcity bias.
 - 16 sites were fake
- Fake reviews.
- Flash sales or other countdown sales.

VW and the EPA



The 2013 diesel-powered VW Beetle. vw

THE EPA IS accusing Volkswagen of illegally using software to cheat emissions standards, allowing the German automaker to sell half a million cars that produce nitrogen oxide, which creates smog, at up to 40 times the legal limit.

Food Labels

What is the meaning of 'natural' on the label of food?

f SHARE

🐦 TWEET

in LINKEDIN

📌 PIN IT

✉ EMAIL

🖨 PRINT

From a food science perspective, it is difficult to define a food product that is 'natural' because the food has probably been processed and is no longer the product of the earth. That said, **FDA has not developed a definition for use of the term natural or its derivatives.** However, the agency has not objected to the use of the term if the food does not contain added color, artificial flavors, or synthetic substances.

H&M and Bangladesh



- Effects of a supplier factory collapse:
 - Does H&M re-examine its contracts or pull out of the country entirely? What about those employees?
 - Do customers still buy their clothes?

Theranos Scandal

- CEO Elizabeth Holmes accused of misleading investors.
- Allegedly overstated what their product could do; lied about its use by the military, etc.
- Forced to pay \$500k, surrender 19 million shares, and is barred from being an officer of a public company.



Wells Fargo and Fox News



“
There would be days
where we would open
5 checking accounts
for friends and family
just to go home early.”

— Anthony Try,
former Wells Fargo employee



Henry Ford

- Pioneered the assembly line
- Introduced an affordable care to the masses
 - Model T was roughly equivalent to \$23,948 today compared to \$57,000
- Hired more employees
- Raised wages
- Shortened work week

But also...the Ford Sociological Department



- HR meets CIA that would show up unannounced in your home looking for
 - Cleanliness
 - Martial status
 - Alcohol consumption
 - Financials
 - The children
 - Assimilation
- Ford eventually was against it for being paternalistic

Mayor of Nashville

Nashville mayor resigns after pleading guilty to felony theft



By [Tina Burnside](#) and [Maegan Vazquez](#), CNN

Updated 4:58 PM ET, Tue March 6, 2018



CONTENT BY LENDINGTREE

[Pay off your house with this insane trick](#)

[Financially savvy people are refinancing in 2018](#)

[Mortgage Payoff Trick Eliminates Up to 15 Years of Payments](#)

[Astonishingly simple way to save on your mortgage: shop around](#)

Price of Daraprim

- \$13.50 a tablet to \$750...and back!



Daraprim

Martin Shkreli Sentenced to Seven Years in Prison for Securities Fraud

The 34-year-old "pharma bro" will also forfeit his Wu-Tang album.

Joe Price Mar 9, 2018

Share

Tweet



Equifax



- CIO charged with insider trading 10 days before public learned of breach.
 - Sold almost \$1 million worth of stock.
 - Avoided \$117,000 in losses due to timing.
 - Researched Experian breach to determine stock impact.

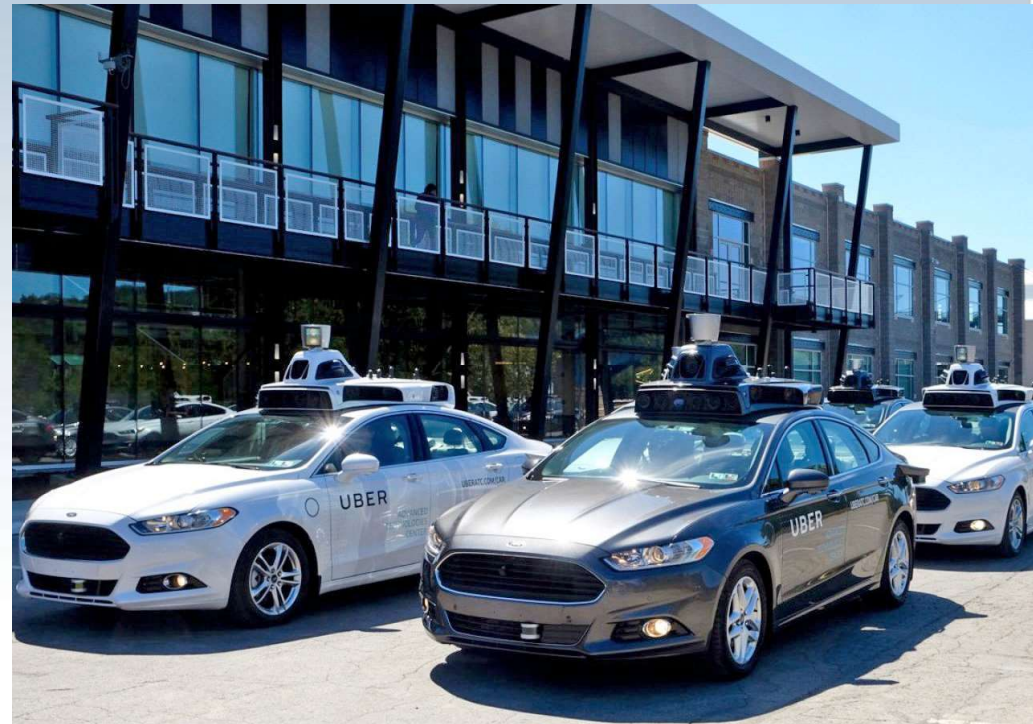
Ethics in the News



- Deflategate
- Lance Armstrong scandal, steroids in MLB, FIFA, Edward Snowden, that girl from Twilight that cheated on that guy from Twilight.
- Ashley Madison
- Ethical treatment of animals.
- According to the UK's Guardian, cockroaches have personalities. Have you killed one?!

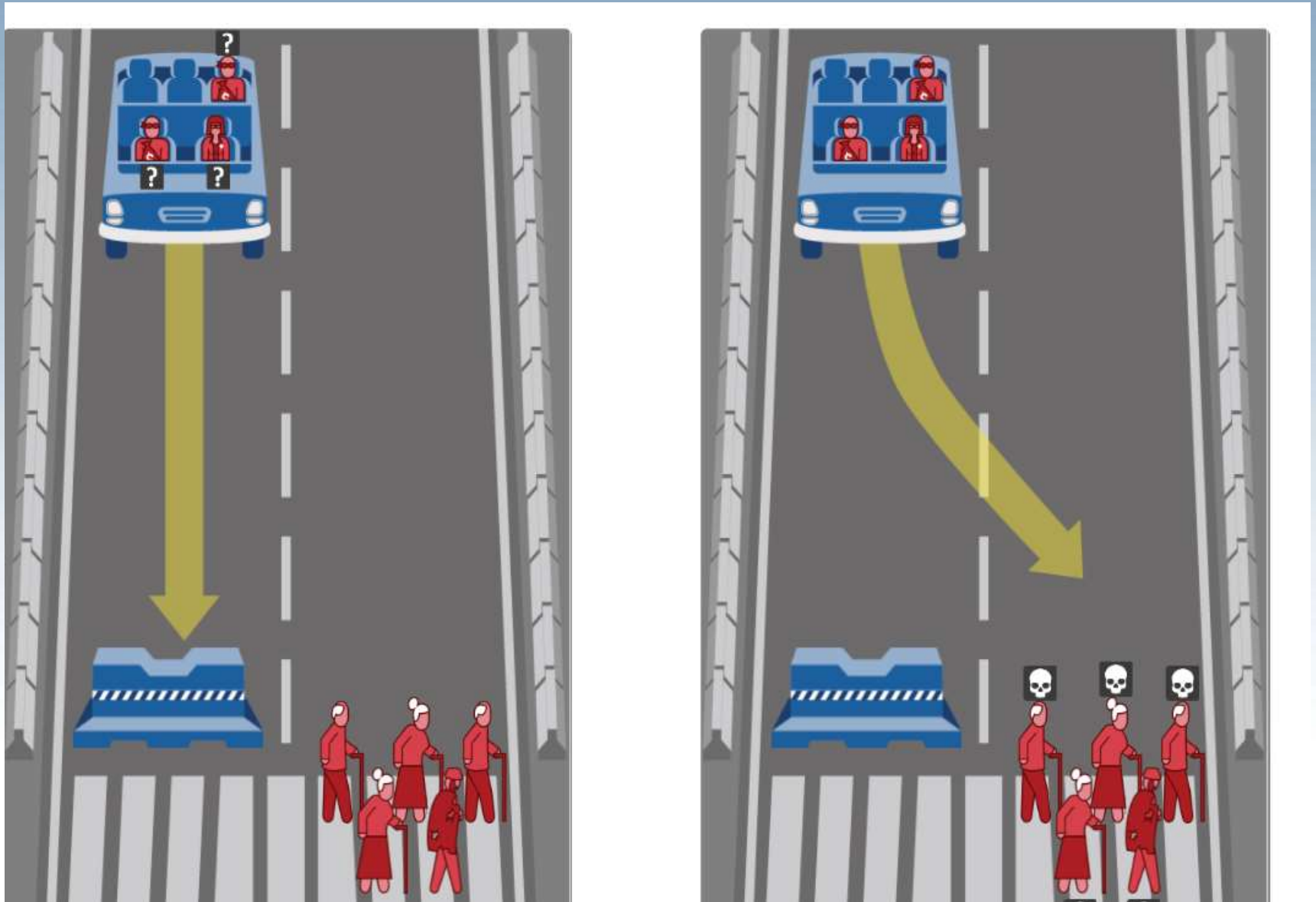
Self-Driving Cars

- Germany is working on rules to address ethical issues surrounding this new technology.
 - Human life over animal life.
 - Black box.
 - Personal information.
 - Trolley problem.



Moral Machine Game!

- <http://moralmachine.mit.edu/>





Moral Machine Game--Ventilators

- Likelihood that they will have a good quality of life
- Ability to pay
- If they can help fight the virus in the future (i.e. medical professionals and medical students)
- First come, first serve
- Chance of recovery
- Age and life expectancy if they recover

PepsiCo



PERFORMANCE WITH **PURPOSE**

PepsiCo is focused on delivering sustainable long-term growth while leaving a positive imprint on society and the environment - what we call Performance with Purpose. Our focus includes transforming our portfolio and offering healthier options while making our food system more sustainable and communities more prosperous. In doing so, we believe we will pave the way for PepsiCo's future growth and help others thrive.

PepsiCo



Starbucks

STARBUCKS®
1912 PIKE™



667 Likes

What is Ethically Sourced Coffee?

Explaining Starbucks industry-leading approach

APRIL 12, 2017

Starbucks

Unicorn Frappuccino® Blended Crème



Here for a few days only: The flavor-changing, color-changing, Unicorn Frappuccino. Magical flavors start off sweet and fruity transform to reveal a color-changing spectacle of purple and pink. It's finished with pink and blue fairy powders.

Grande 16oz ▼

Whole Milk ▼

Whipped Cream ▼

Nutrition Facts Per Serving (16 fl oz)

Calories 410

Calories from Fat 140

% Daily Value*

Total Fat 16g

25%

Saturated Fat 10g

50%

Trans Fat 0g

Cholesterol 45mg

15%

Sodium 230mg

10%

Total Carbohydrate 62g

21%

Dietary Fiber 0g

0%

Sugars 59g

Protein 5g

Vitamin A 15% • Vitamin C 0% • Calcium 20% • Iron 0%

Caffeine 0mg**

Starbucks



Ingredients

Ice, Milk, Crème Frappuccino Syrup [Water, Sugar, Salt, Natural And Artificial Flavor, Xanthan Gum, Potassium Sorbate, Citric Acid], **Whipped Cream** [Cream (Cream, Mono And Diglycerides, Carageenan), Vanilla Syrup (Sugar, Water, Natural Flavors, Potassium Sorbate, Citric Acid)], **Mango Syrup** [Sugar, Water, Mango Juice Concentrate, Natural Flavor, Passion Fruit Juice Concentrate, Citric Acid, Potassium Sorbate, Turmeric, Gum Arabic], **Blue Drizzle** [White Chocolate Mocha Sauce (Sugar, Condensed Skim Milk, Coconut Oil, Cocoa Butter, Natural Flavor, Salt, Potassium Sorbate, Monoglycerides), Classic Syrup (Sugar, Water, Natural Flavors, Potassium Sorbate, Citric Acid), Sour Blue Powder (Citric Acid, Color [Spirulina, Water, Sugar, Maltodextrin, Citric Acid])], **Pink Powder** [Dextrose, Fruit And Vegetable Color (Apple, Cherry, Radish, Sweet Potato)], **Sour Blue Powder** [Citric Acid, Color (Spirulina, Water, Sugar, Maltodextrin, Citric Acid)].

BP



BP: GBp 444.8 ↓(-1.85) USD 34.32 ↓(-0.37) *

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BP at a glance



Our strategy

What we do



Business model

Upstream

Downstream



Alternative energy

Ventures



Global energy trading

What we do

We provide customers with fuel for transport, energy for heat and light, lubricants to keep engines moving and the petrochemicals products used to make everyday items as diverse as paints, clothes and packaging



BP



Facebook



POLITICS — Updated an hour ago

FTC Is Investigating Facebook for Use of Personal Data; Shares Drop

- [Technology](#)— Facebook Crisis: Data Exploited, Regulators Wary, Shares Slump
- [Technology](#)— How Facebook Made Its Data Crisis Even Worse
- [Technology](#)— Facebook Bulls Aren't Throwing in the Towel
- [View](#)— Bershidsky: The Problem Is Facebook, Not Cambridge Analytica

Bloomberg

Facebook Stock

Market summary > Facebook, Inc. Common Stock

NASDAQ: FB - Mar 20, 11:48 AM EDT

163.12 USD ↓ 9.43 (5.47%)

1 day

5 day

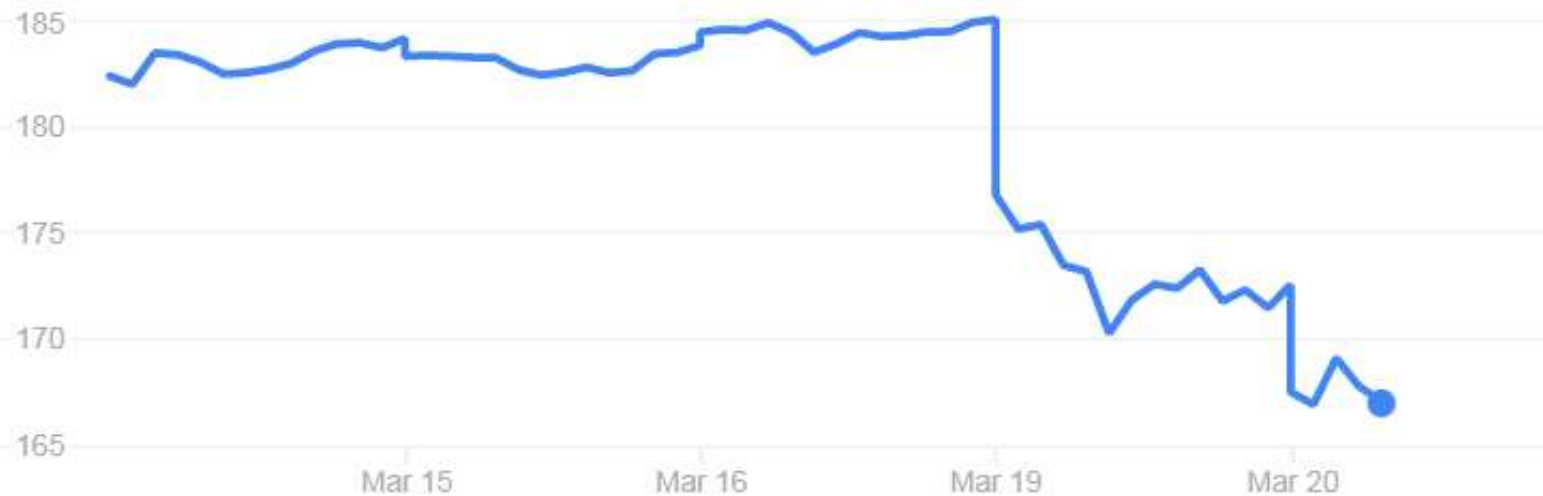
1 month

3 month

1 year

5 year

max



Open 167.47
High 170.20
Low 162.16

Mkt cap 473.98B
P/E ratio 26.48
Div yield -

ESG



- Environmental
 - Climate change policies
 - Greenhouse gas emissions
 - Carbon footprint and carbon intensity
 - Water usage and conservation, overfishing, and waste disposal
 - Renewable energy usage
 - Recycling and disposal practices

ESG



- Green products, technologies, and infrastructure
- Employee incentives promoting carpooling, public transportation, bicycle commuting, etc.
- Relationship with the U.S. Environmental Protection Agency (EPA) and other environmental regulatory bodies

ESG



- Social
 - Employee treatment and compensation
 - Employee engagement and turnover
 - Employee training and development
 - Employee safety policies and sexual harassment prevention
 - Diversity and inclusion in hiring, promotions, and pay increases

ESG



- Social
 - Ethical supply chain sourcing
 - Mission or higher purpose
 - Customer service performance
 - Consumer protection activity, including lawsuits, recalls, and regulatory penalties
 - Lobbying efforts and public stance on social justice issues

ESG



- Governance
 - Executive compensation, bonuses, and perks -- and whether they're tied to long-term business value
 - Policies that define and enforce ethical business practices
 - Diversity of the board and management team
 - Potential for conflicts of interest for board members
 - Shareholders' ability to nominate board candidates
 - Whether term lengths differ among board members
 - Separation of the chairman and CEO roles

ESG



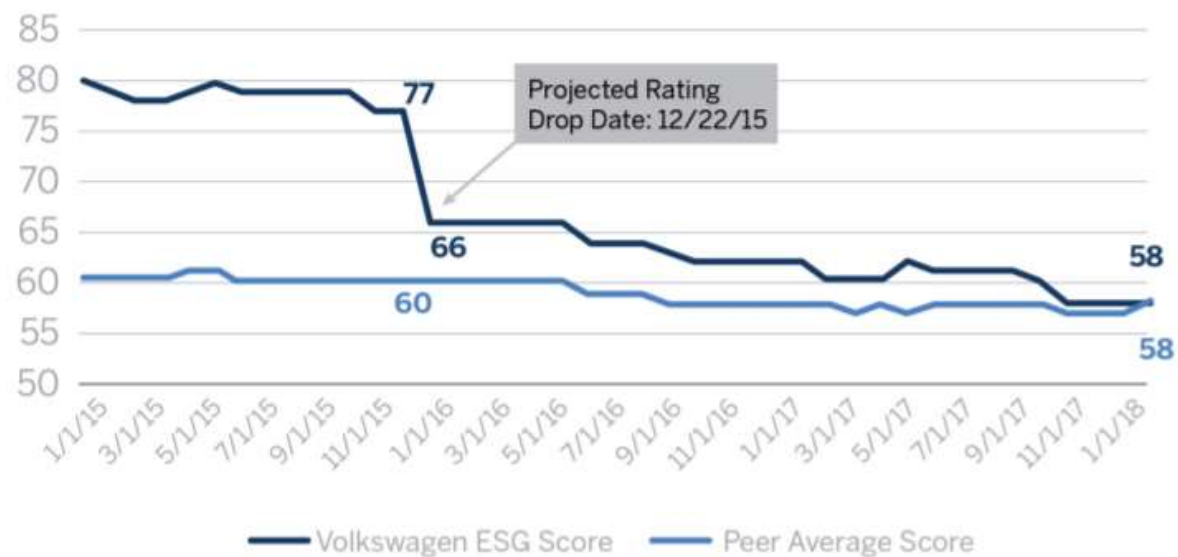
- Governance
 - How board votes are decided -- by a majority or by who receives the most votes
 - Whether the company issues dual- or multiple-class stock
 - Transparency of shareholder communications
 - History of shareholder lawsuits
 - Relationship with the U.S. Securities and Exchange Commission (SEC) and other regulatory bodies

ESG

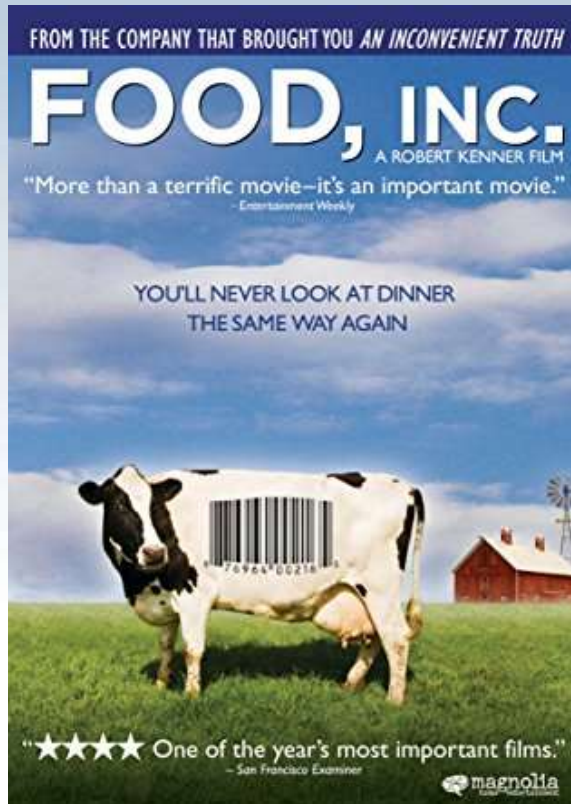
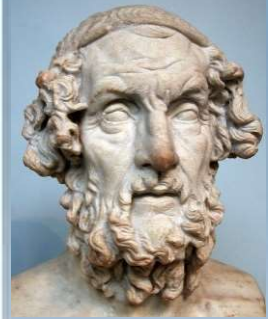


Another example of ESG ratings agencies failing to identify risk involved Volkswagen. In September 2015, the EPA issued a notice of violation of the Clean Air Act to auto manufacturer Volkswagen. This occurred after finding that the company intentionally programmed its turbocharged direct injection diesel engines to bypass emissions-testing software.⁶² This deceptive practice affected roughly 11 million vehicles worldwide produced from 2009 to 2015. The company subsequently agreed to pay more than \$25 billion in fines and penalties.⁶³

Volkswagen ESG Score vs. Peers⁶⁴



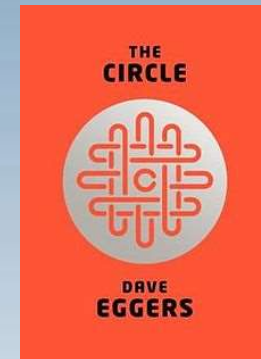
Ethics in Pop Culture



The Circle

- Secrets are lies. Sharing is caring. Privacy is theft.

- Surveillance society, good or bad?
 - Social media, self driving cars, GPS



- “A secret between two friends is an ocean. It’s wide and deep and we lose ourselves in it.”
- “[Secrets] are cancerous when kept within us, but harmless when they’re out in the world.”

Eugeneics



- The science of improving a human population by controlled breeding to increase the occurrence of desirable heritable characteristics.
- Designed by Francis Galton as a method of improving the human race, it fell into disfavor only after the Nazis.
- An IQ of 70 or lower allowed for legal sterilization in North Carolina. The state allowed this until 1977.




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Childbirth
Opinion

Does climate change make it immoral to have kids? Dave Bry



Bringing children into a disintegrating environment used to be a theoretical fear. Now it's a very real one

JP Morgan Chase & Co.

Annual Report 2020

JAMIE DIMON'S LETTER

excludes average excess eligible HQLA at JPMorgan Chase Bank, N.A. that are not transferable to nonbank affiliates. Refer to Liquidity coverage ratio on page 103 for additional information.

CET1 = Common equity Tier 1 ratio. Refer to Regulatory capital on pages 92-98 for additional information

RWA = Risk-weighted assets

Liquidity = HQLA plus unencumbered marketable securities, includes excess liquidity at JPMorgan Chase Bank, N.A.

HQLA = High-quality liquid assets include cash on deposit at central banks and high-quality liquid securities as defined in the LCR rule (predominantly U.S. Treasuries, U.S. government-sponsored enterprises and government agency mortgage-backed securities, and sovereign bonds)

LCR = Liquidity coverage ratio

UST = United States Treasuries

Within this letter, I discuss the following:

I. [The Corporate Citizen: The Purpose of a Corporation](#)

1. Businesses must earn the trust of their customers and communities by acting ethically and morally.
2. Being a responsible community citizen locally is critical, and it is easy to understand why.
3. Being a responsible community citizen nationally, or globally, is more critical and more complex.



JP Morgan Chase & Co.

“While all businesses are different, there are some fundamentals: good products, fair and transparent pricing, thoughtful and responsive service, and continuous innovation. Great companies constantly set high standards, acknowledge their mistakes and properly discipline or dismiss bad actors.”

-Jamie Dimon, Chairman & CEO



JP Morgan Chase & Co.

“Great companies are strict about having fair dealings with their customers. I have always loved that Home Depot’s company policy is not to raise lumber prices in the immediate aftermath of a hurricane, regardless of whether it can. (I want to remind readers that banks essentially did not raise the price of credit when they renewed loans during the financial crisis.) Pricing to customers should be what’s fair – not what a company can get away with.”

-Jamie Dimon, Chairman & CEO

Ethics in Politics



“There are two things that are important in politics.
The first money. I can’t remember what the second is.”

-Ohio Senator Mark Hanna, 1898

Ethics in Politics Case Study: Silvio Berlusconi

- "I don't need to go into office for the power. I have houses all over the world, stupendous boats... beautiful airplanes, a beautiful wife, a beautiful family... I am making a sacrifice." –BBC
- "When asked if they would like to have sex with me, 30% of women said, 'Yes', while the other 70% replied, 'What, again?'"
- "By definition, as a Prime Minister I cannot be a liar."



Ethics in Politics Case Study: Silvio Berlusconi

- “I am the Jesus Christ of politics. I am a patient victim, I put up with everyone, I sacrifice myself for everyone.”
- Describing the living situations of thousands following a deadly 2009 earthquake: “...their current lodgings are a bit temporary. But they should see it like a weekend of camping.”



Ethics in Healthcare



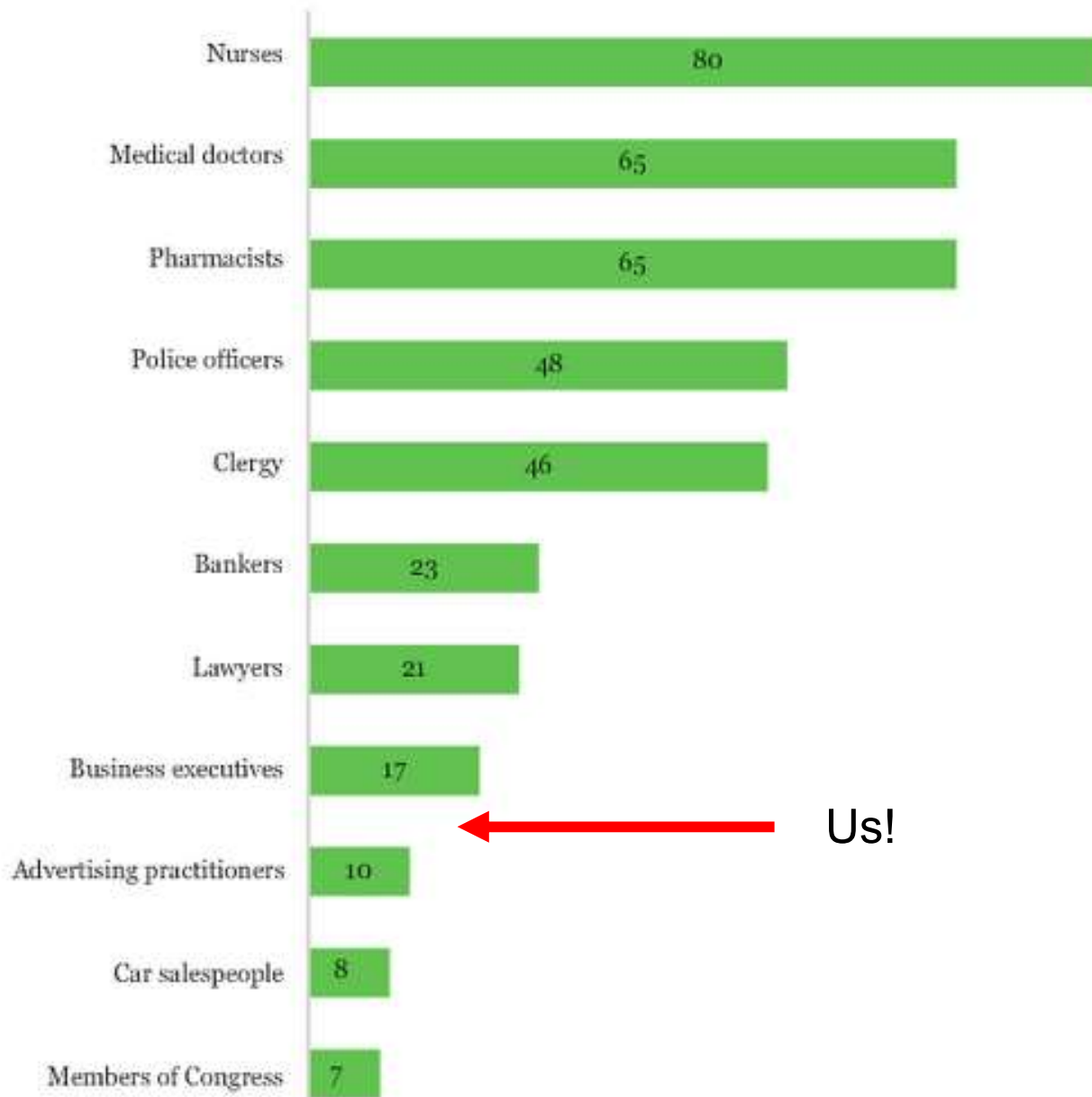
- Healthcare is a business vs healthcare is a right.
- Who pays for healthcare?
- What services are covered (i.e. abortion)?
- How are the various players compensated? How much are they paid?
- What is the role of the employer, if any?
- What is the role of the government?

Ethical Confessional



Gallup Poll on Ethical Professions

■ % Very high/High



← Us!

Gallup Poll on Ethical Professions

Insurance Salespeople

	Very High	High	Average	Low	Very Low	No opinion
	%	%	%	%	%	%
2016 Dec 7-11	1	10	51	28	10	1
2012 Nov 26-29	2	13	49	28	8	1
2009 Nov 20-22	2	8	47	30	12	1
2006 Dec 8-10	2	11	51	28	6	1
2003 Nov 14-16	2	10	56	24	7	1
2001 Nov 26-27	3	10	56	25	5	1
2000 Nov 13-15	2	8	52	29	7	1
1999 Nov 4-7	1	9	45	35	9	1
1998 Oct 23-25	2	9	53	26	9	1
1997 Nov 6-9	2	10	47	30	8	3
1996 Dec 9-11	1	10	49	29	8	3
1995 Oct 19-22	2	9	45	29	13	2
1994 Sep 23-25	2	7	43	36	10	2
1993 July 19-21	2	8	45	33	10	2
1992 Jun 26-July 1	2	7	46	31	10	4
1991 May 16-19	2	12	47	26	8	6
1990 Feb 8-11	2	11	47	28	8	4
1988 Sep 23-26	2	8	41	31	14	4
1985 July 12-15	1	9	49	29	9	3

Gallup Poll on Ethical Professions

	2019	2018	2017	2016
	%	%	%	%
Nurses	85	84	82	84
Engineers	66	--	--	65
Medical doctors	65	67	65	65
Pharmacists	64	66	62	67
Dentists	61	--	--	59
Police officers	54	54	56	58
College teachers	49	--	--	47
Psychiatrists	43	--	--	38
Chiropractors	41	--	--	38
Clergy	40	37	42	44
Journalists	28	33	--	23
Bankers	28	27	25	24
Labor union leaders	24	21	--	--
Lawyers	22	19	18	18
Business executives	20	--	--	18
State governors	20	17	16	17
Stockbrokers	14	14	--	12
Advertising practitioners	13	13	12	11
Insurance salespeople	13	--	--	12
Senators	13	--	--	11
Members of Congress	12	8	11	8
Car salespeople	9	8	10	9

GALLUP

Ethical Choices in Insurance

- Our industry is built on trust:
 - Customer, hospitals, providers, agents, carriers, etc. are all exchanging money for goods and services.
 - All jobs carry significant responsibility.



Ethical Choices in Insurance

- Inherit conflict between customer's needs of not over-purchasing insurance and compensation





Ethical Choices in Insurance

- Confidential changes in a group's leadership or during a buy-out.
- Renewal negotiations.
- Expenses.
- Company resources.
- Knowledge.
- Compliance.
- Taking the time to both learn and educate.
- Ethical transmission of information
 - What is shared with UW?
 - Balancing the needs of the client with carriers



Health equity/health disparities

- How to ensure fair access to healthcare regarding of race, gender, ethnicity, socioeconomic status (including ability to secure employment for benefits), languages, and geography
- “Native Americans and Alaska Natives have an infant mortality rate that is 60% higher than the rate of their white counterparts.” – National Library of Medicine, 2017

Definition



- “At the founding of the World Health Organization in 1948, the group’s constitution defined *health* in a way at once obvious and radical: ‘A state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.’”
 - ”If Our Bodies Could Talk—Operating and Maintaining a Human Body” by James Hamblin, M.D.

Speaking up



- “Nearly half (46 percent) of the nurses reported that they could recall a time when they had in fact “carried out a physician's order that you felt could have had harmful consequences to the patient.”
- “An investigation of thirty even serious plan accidents where there were sufficient data from voice records revealed that in 81 percent of these cases, the first officer did not properly monitor or challenge the captain when he made errors.”

“The Lucifer Effect”

Discussion



- Ethical presentations and information sharing—
 - How does a carrier work with two agents on a quote?
 - How does an agent present multiple carrier options to a client?

PHI



- What is PHI?
- Why is it important to keep safe?
- Discussion-
 - What's the right thing to do if you accidentally sent PHI to the wrong party?

PHI



- PHI violations in healthcare
 - 2009 medical records of Michael Jackson leaked to the media.
 - PHI discussions that should stay in the office. “Hey did you wouldn’t believe what this guy Phil has!”
 - Other examples.

Data Ethics Canvas



- Data ethics are “A branch of ethics that evaluates data practices with the potential to adversely impact on people and society – in data collection, sharing and use.”

Data Canvas



- Data sources:
 - Name/describe your project's key data sources, whether you're collecting data yourself or accessing via third parties.
 - Is any personal data involved, or data that is otherwise sensitive?

Data Canvas



- Limitations on data sources:
 - Are there limitations that could influence your project's outcomes? Consider:
 - bias in data collection, inclusion/exclusion, analysis, algorithms
 - gaps or omissions in data
 - provenance and data quality
 - other issues affecting decisions, such as team composition

Data Canvas



- Sharing data with others:
 - Are you going to be sharing data with other organizations? If so, who?
 - Are you planning to publish any of the data? Under what conditions?

Data Canvas



- Ethical and legislative context
 - What existing ethical codes apply to your sector or project? What legislation, policies, or other regulation shape how you use data? What requirements do they introduce?
 - Consider: the rule of law; human rights; data protection; IP and database rights; antidiscrimination laws; and data sharing, policies, regulation and ethics codes/frameworks specific to sectors (eg health, employment, taxation).

Data Canvas



- Rights around data sources:
 - Where did you get the data from?
 - Is it produced by an organization or collected directly from individuals?
 - Was the data collected for this project or for another purpose?
 - Do you have permission to use this data, or another basis on which you're allowed to use it?
 - What ongoing rights will the data source have?

Data Canvas



- Your reason for using data:
 - What is your primary purpose for collecting and using data in this project?
 - What are your main use cases?
 - What is your business model?
 - Are you making things better for society? How and for whom?
 - Are you replacing another product or service as a result of this project?

Data Canvas



- Communicating your purpose:
 - Do people understand your purpose – especially people who the data is about or who are impacted by its use?
 - How have you been communicating your purpose? Has this communication been clear?
 - How are you ensuring more vulnerable individuals or groups understand?

Data Canvas



- Positive effects on people:
 - Which individuals, groups, demographics or organizations will be positively affected by this project? How?
 - How are you measuring and communicating positive impact? How could you increase it?

Data Canvas



- Negative effects on people
 - Who could be negatively affected by this project?
 - Could the way that data is collected, used or shared cause harm or expose individuals to risk of being re-identified? Could it be used to target, profile or prejudice people, or unfairly restrict access (eg exclusive arrangements)?
 - How are limitations and risks communicated to people? Consider: people who the data is about, people impacted by its use and organizations using the data.

Data Canvas



- Minimizing negative impact:
 - What steps can you take to minimize harm?
 - How could you reduce any limitations in your data sources?
 - How are you keeping personal and other sensitive information secure?
 - How are you measuring, reporting and acting on potential negative impacts of your project?
 - What benefits will these actions bring to your project?

Data Canvas



- Engaging with people:
 - How can people engage with you about the project?
 - How can people correct information, appeal or request changes to the product/service? To what extent? Are appeal mechanisms reasonable and well understood?

Data Canvas



- Openness and transparency:
 - How open can you be about this project? Could you publish your methodology, metadata, datasets, code or impact measurements?
 - Can you ask peers for feedback on the project?
 - How will you communicate it internally?
 - Will you publish your actions and answers to this canvas openly?

Data Canvas



- Ongoing implementation:
 - Are you routinely building in thoughts, ideas and considerations of people affected in your project? How?
 - What information or training might be needed to help people understand data issues?
 - Are systems, processes and resources available for responding to data issues that arise in the long term?

Data Canvas



- Review and iterations:
 - How will ongoing data ethics issues be measured, monitored, discussed and actioned?
 - How often will your responses to this canvas be reviewed or updated? When?

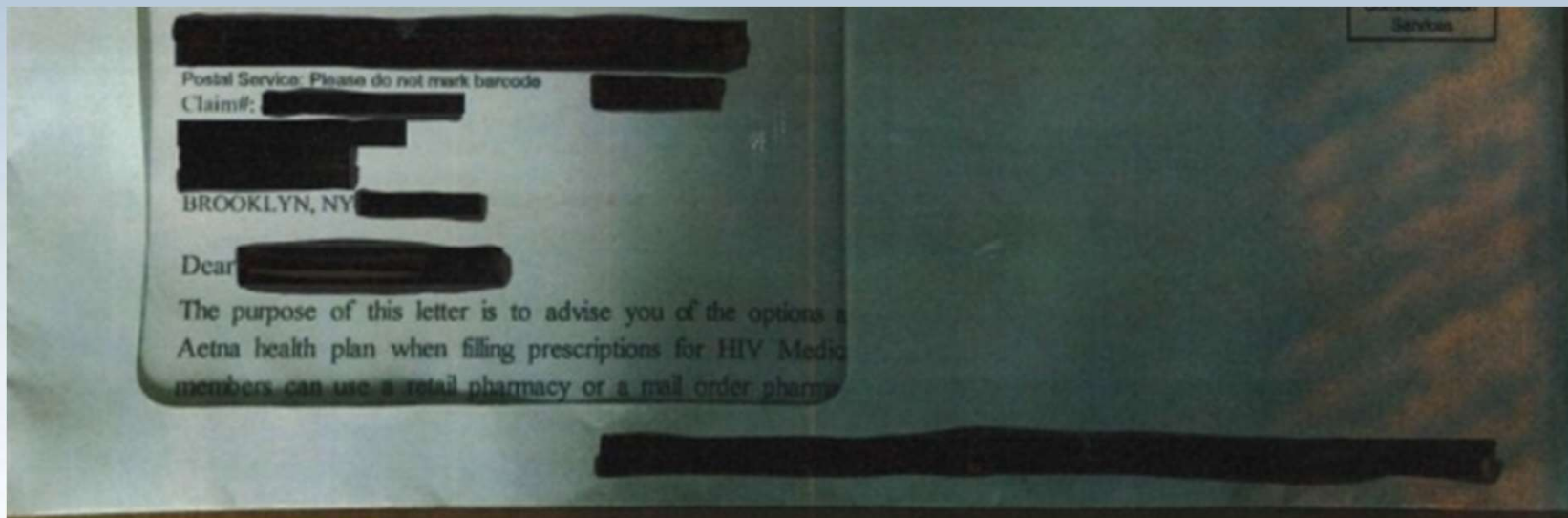
Data Canvas



- Your actions:
 - What actions will you take before moving forward with this project?
 - Which should take priority?
 - Who will be responsible for these actions, and who must be involved?
 - Will you openly publish your actions and answers to this canvas?

Lawsuits

- 12,000 people had envelopes showing that they were taking HIV meds.
- Settled a lawsuit for \$17 million.



Moral hazard



- A risk that someone takes because they know someone else will pay the consequences of that risk.
- The risk one party incurs when dependent on the moral behavior of others.
- A party has an incentive to take unusual risks to earn a profit.
- How behavior changes when people are insured against loss.
 - Ex. More likely to take risks if your car insurance is fully covered.

Moral hazard



- In finance, certain entities can view a government bailout as insurance against losses and thus take more risk.
- Paying a share of the cost to curb risk.
- In the financial crisis of 2008, this meant brokers selling subprime mortgage to people with poor credit, and then selling those mortgage to banks.
- Consequences for bad behavior in finance.
 - Dodd-Frank created to curb bailouts.



Ethics Joke

Two liars walked into a bar...

OR DID THEY?!

Discussion Point

- The roles of sales incentives and commissions.

Discussion Point



- If you make a mistake and know with absolute certainty that you can cover it up, do you still own up to it?

Mistakes at Work



- Assess the damage.
- Admit the mistake immediately.
- Take full ownership.
 - Don't throw others under the bus.
- Take responsibility with humility.
- Take a step back and breathe.
- Devise an action plan.
 - Do everything in your control to make it right.

Mistakes



- “People think admitting mistakes creates more pressure because now they’re to blame for something. False. The ability to put your hands up and say, ‘Yep, my fault,’ is the greatest way to *stop* the pressure. Now you only have one objective: resolve the issue.”

“Relentless: From Good to Great to Unstoppable” by
Tim S. Grover

Mistakes



- “As long as you continue to deny responsibility, you have the added burden of covering your mistake, you know the truth will eventually come out anyway. Why bother prolonging the drama? You screwed up, admit it.”

“Relentless: From Good to Great to Unstoppable” by
Tim S. Grover

Case study: A-List

- **Jude Thorne, 51, Director of the customer rewards company, ICE**
- An employee leaked the contact information of an A-list celebrity to a friend.

Case study: VW



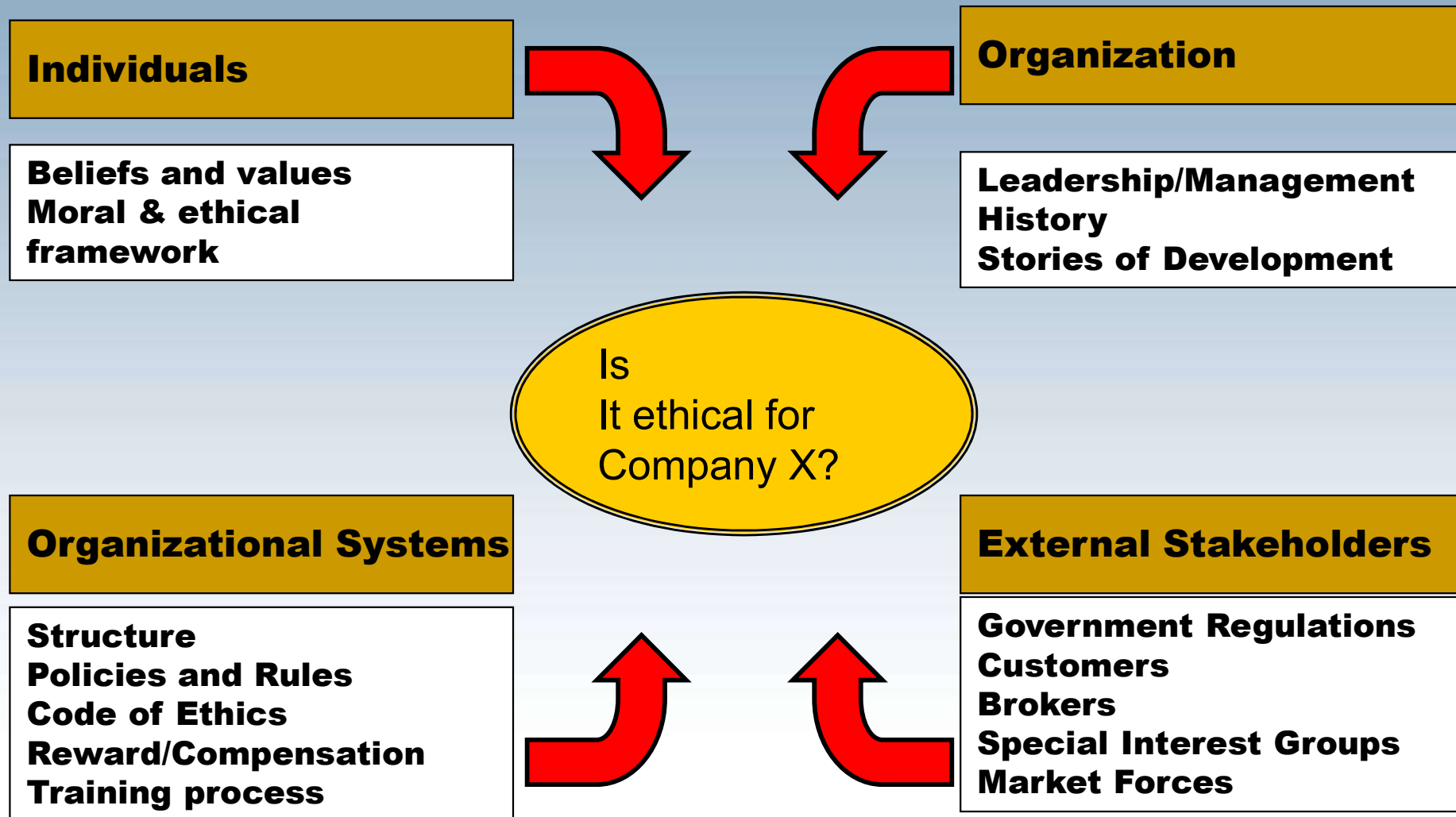


Influencing Organizational Ethics

Discussion: Who primarily influences the ethical choices of your business or organization?

Influencing Organizational Ethics

(Stolen from Harvard Business School)



Organizational Culture



- Per the Society for Human Resource Management an ideal ethical workplace fosters a culture where:
 - Employee rights are a priority
 - Procedures are fair
 - Equity in pay and promotion
 - Promotes tolerance, compassion, and honesty
 - Follows the law
 - Ethics need to be discussed regularly
- “Studies also show that people are more likely to override their own ethical concerns if their manager doesn’t share those concerns.” -SHRM

Obstacles (from SHRM)



- Conflicting goals
- Fear of retaliation for speaking out.
- Avoidance (when bad behavior goes unpunished)
- Rationalization (“everybody’s doing it”)
- Slippery slope
- Euphemisms (“creative accounting” vs admitting fraud)

Group Discussion – Ethical Competition



- In the military, there are the rules of engagement. In sports, there are the rules of the game. How do carriers compete with each other? How do agents?
 - Examples of ethical and unethical behavior.



Competition

- Do you want to compete fairly against strong competitors?

OR!

- Win by any means necessary?

Employer Ethics



- What constitutes appropriate use of materials?
- The corporate image.
- Social media.



Workplace Conflicts

- Multiple “clients”.
 - Employer
 - Our clients
 - Carriers or agents
 - Providers

- What do we do when these interests conflict?

Discussion



- How to avoid being unethical in insurance.
 - Being knowledgeable
 - Knowing the rules
 - Speaking up
 - Respecting your clients, coworkers, managers, the company, your competitors, and your reputation
 - Not being afraid to ask questions
 - Owning up to it when you make a mistake
 - Taking the time to think

Discussion

- Your supervisor just asked you to do something that you feel is wrong. How do you proceed?

Discussion



- Should your company's code of conduct extend to social media?
 - If you see a fellow employee post something that you believe may violate any of the policies listed in our Code, report it to your Supervisor or another Corporate Resource.
 - Make sure that anything you post is consistent with our core values.
 - Treat other employees, customers and competitors in a professional manner.

Debate

- Should carriers be allowed to charge smokers more for healthcare?

Debate

- Should consumer TV drug advertising be banned?

Ethics University



- Your supervisor is engaging in unethical behavior. Your best option is to...
 - A. Stay quiet.
 - B. Tell your spouse or partner.
 - C. Post about it on social media.
 - D. Contact HR or your ethics line.

Ethics University



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Ethics University



Which of the following has SHRM identified as potential obstacles to ethical behavior?

- A. Conflicting goals
- B. Fear of retaliation for speaking out.
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- D. Rationalization (“everybody’s doing it”)
- E. Slippery slope
- F. Euphemisms (“creative accounting” vs admitting fraud)
- G. All of the above.

Ethics University



Which of the following has SHRM identified as potential obstacles to ethical behavior?

- A. Conflicting goals
- B. Fear of retaliation for speaking out.
- C. Avoidance (when bad behavior goes unpunished)
- D. Rationalization (“everybody’s doing it”)
- E. Slippery slope
- F. Euphemisms (“creative accounting” vs admitting fraud)
- G. All of the above.**

Final Quiz

- Was it ethical for me to waste your time?



Top Brands in 2007

1. Coca-Cola
2. Microsoft
3. Citi
4. Walmart
5. IBM
6. **HSBC**
7. GE
8. **Bank of America**
9. HP
10. **Marlboro**



Top Brands in 2022

1. Apple
2. Amazon
3. Google
4. Microsoft
5. Walmart
6. Samsung
7. Facebook
8. ICBC
9. Huawei
10. Verizon

Conclusion

- Ethics are *hard work!*
 - Martin Luther King, Jr.
 - Mahatma Gandhi
 - Abraham Lincoln
 - Jesus Christ

How did Nazi Germany happen?



Chappelle show/Viacom



New Rules



- For someone to win, someone must lose.
 - Buy happy hour for the old rep or agent after stealing an account.
 - (Do any of you owe me happy hours?!)
- Bad news should always be delivered during a lunch. Preferably before the food arrives.
- It's okay to say "I'll look into it" rather than claiming your email was hacked or that it's #fakenews.
- When you make a mean joke behind someone's back, please make sure it's at least funny and add "with all due respect" or "but they're really nice" to make it all okay.

New Rule

- Don't be a jerk.






The Bottom Line

- Your customers value ethics, especially in healthcare.
 - Are you taking the time to think things through and explain everything to them, or are you taking a shortcut?
 - Hardest working, smartest, and most honest.
- What happens if you cross someone today but need them tomorrow?
- Getting caught & the burden of deception.
- Ethics can be a vital marketing tool or a PR nightmare.
- Leaving a legacy.
- Personal and professional lives have blurred.
 - Ethics is your brand.

What can you do to be more ethical?



- Think and ask for help when you need it.
- Make it a practice to reflect on ethics.
- Consistently evaluate who is influencing you.
- Consistently evaluate how you are influencing others.
- Learn about the other side. Expand your social circle.
- Stand up for what you believe is ethical.



“The Lucifer Effect” suggestions

- Admit to making a mistake, learn, and move on
- Be mindful-Reflect on your actions. Are you on autopilot?
- Take responsibility
- Be yourself and take ahold of your identity; you are more than the latest psychological test your employer read about at the airport
- Respect authority...but rebel against injustice
- Seek group acceptance...but value independence



“The Lucifer Effect” suggestions

- Review the framework:
 - Ex. Voters who favored reducing estate tax benefits for the rich were against a “death tax”
- Think long term. What will my actions benefit me today AND tomorrow?
- Be careful about sacrificing personal and civic freedoms for security
- Oppose unjust systems



Learn!

Run with Lopez Lomong on Nike Run Club.
From Sudan to the Beijing Olympics.

Per Aristotle, strong morals are learned and require practice.

Consistently balancing your individual needs with those of others.

Empathy and compassion



Disheartening survey reveals nearly four in ten people experience days without talking to a single person.

LONDON — It's well documented that loneliness is on the rise **in recent years**. The coronavirus pandemic only adds to the problem, leaving many across the globe struggling mentally. Perhaps no better proof is a recent survey of 2,000 British adults, which finds that one in four people feel like they have absolutely no friends nowadays.

Moreover, 20% admit they have never **felt more isolated** than over the past three months. Forget the virus: 10% say that the isolation is hardest part of this entire pandemic.

So, why are so many people feeling like they've lost their friends? One in five are a bit salty toward their pals because no one has reached out since the pandemic first began. Meanwhile, 14% are afraid they've lost some friends forever due to not being able to see them in person lately.

The survey, commissioned by the UK online banking company **Santander**, also shows that some people aren't letting the coronavirus get in the way of their social life. A full 10% admit to knowingly breaking lockdown rules to go and see other people. Why take such a risk? Loneliness.

Discussion item

- What can you do today to be a good person?





What are your most valuable assets?

Reputation

