

# Weathering an Ethical Storm

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## Objectives

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At the end of the presentation the participants will:

- Understand the difference between ethical and legal dilemmas.
- Understand the five signs of an ethical collapse.
- Develop a backup plan.
- Translate current skills into marketable information.
- Create a trusted network of professionals.



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## Ethical Dilemma

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- An **ethical** or **moral dilemma** is a decision-making problem between two possible moral constraints. This can be different for every individual because it is based on your own **personal belief** of **right** and **wrong**.



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## Legal Issue

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- A **legal issue** is when a situation occurs that goes against a written law, ordinance, regulation or statute.



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## Ethical Dilemma vs. Legal Issue

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- The **differences between** them is simple: something can be **legal** but not **ethical**.



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## My Story

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Paul Cardwell, Former CEO of Powell Valley Healthcare –  
Serving 10 Years in Federal Prison for Fraud



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## My Story

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Michael Plake – “Owner” of Plake and Associates. Serving 30 months in Federal Prison for Fraud



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## 5 Signs of an Ethical Collapse

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- Profitability over performance.
- Fear and silence among staff, key leaders go dark.
- Charismatic leaders can become trusted while not trustworthy.
- Boards of directors are weak and ineffective.
- Conflicts of interest go unchecked.



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## Profitability Over Performance

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- Obsession with meeting goals, pushing aside ethics and good judgement
- Can be financially based, but not always
- Status within the community becomes very important



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## Fear and Silence Among Staff

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- Lack of communication during meetings
- Fear of retaliation or termination
- Staff only voice concerns to trusted peers
- Self preservation mode



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## Charismatic Leaders Trusted but not Trustworthy

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- Gain the trust of key leaders by always saying YES to demands, even when bad for the organization.
- Overly jovial and able to redirect questions, evasive



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## Boards of Directors are Weak

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- Inexperienced – elected or appointed based on WHO they are, not WHAT they know
- Not engaged and miss key meetings and votes
- Easily mislead



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## Conflicts of Interest Go Unchecked

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- Conflicts are rationalized
- Gifts and favors are accepted without thought



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## What's Your Backup Plan?

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# Now what?



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## Translation of Skills

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- Recruiting Specialist
- Benefits Administrator
- Contract Negotiator
- Instructor
- Marketing Specialist
- Mediator
- Counselor
- Compliance Coordinator
- Investigator
- Conflict Manager
- Risk Manager
- Problem Solver
- Change Manager
- Master Organizer
- Technology Adapter
- Communication Expert
- Multi-tasker
- Mentor



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## Create a Trusted Network of Professionals

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- Peers
- Business Partners
- Community Leaders
- Local, Regional & National
- Professional Memberships



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## Be Prepared

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- Up-to-date Resume
- Social Media
  - ✓ LinkedIn
  - ✓ Facebook
  - ✓ Twitter
  - ✓ Instagram
  - ✓ Pinterest
- SHRM Connect



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## Resume

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- What is resume worthy?
  - ✓ Additional Service Lines
  - ✓ Projects
  - ✓ Presentations
  - ✓ Awards
  - ✓ Certifications



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## Social Media

- LinkedIn
- Facebook
- Twitter
- Instagram
- Pinterest



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## SHRM Connect



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## References

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