

Ethics as a Quality System:

6 Components

4 Processes

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Let's think of business as a sort of truck.....

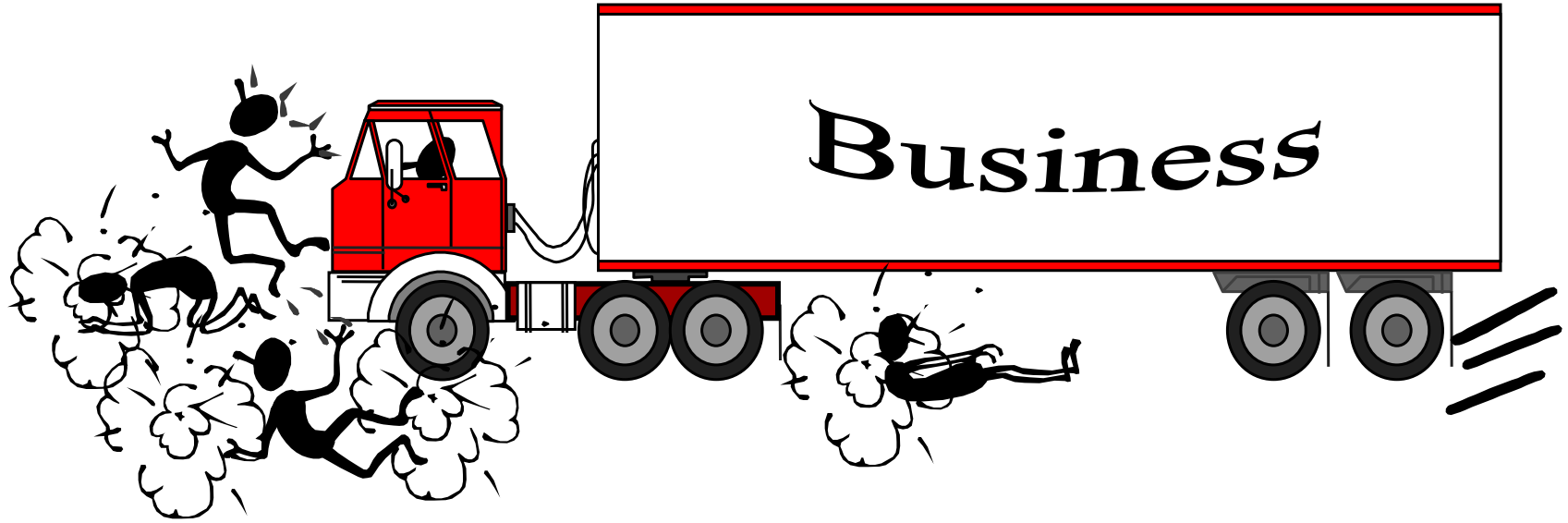


Business brings good things to people.....



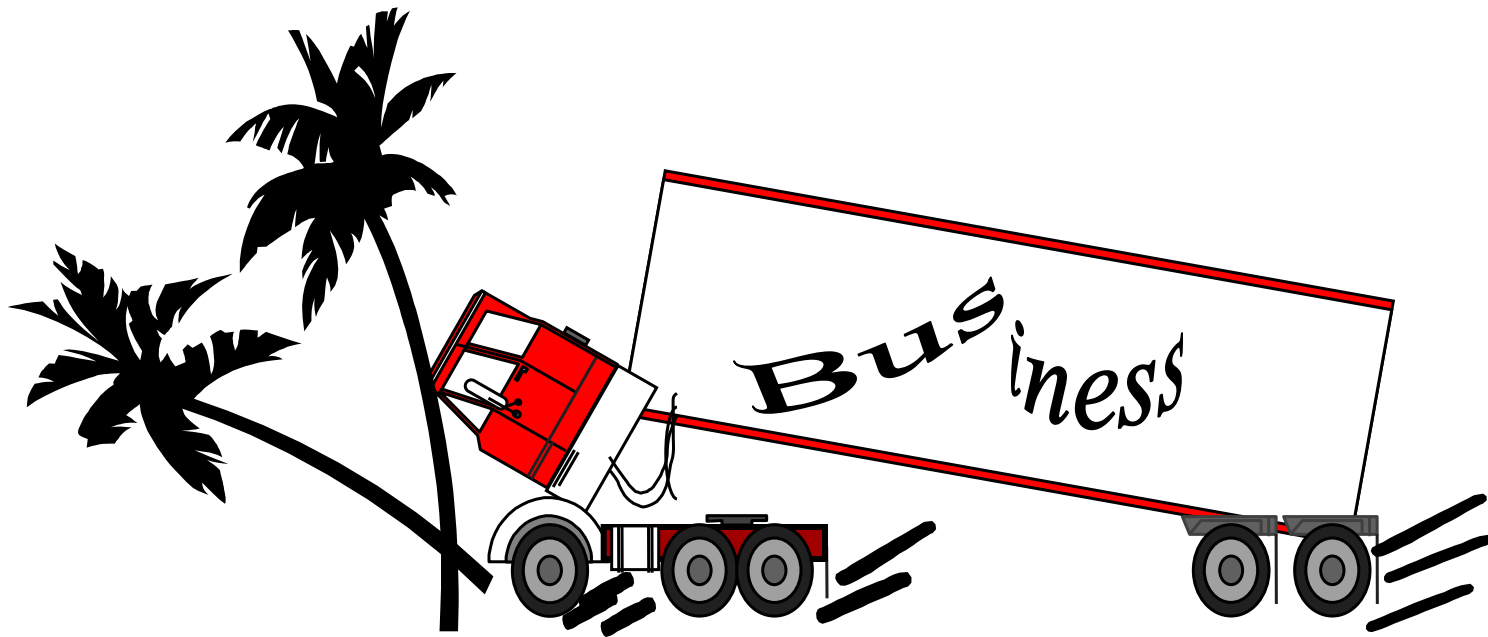
products & services

But business sometimes has problems:
customers and citizens can get hurt...



defective or dangerous products, price gouging, etc.

The environment gets hurt sometimes.....



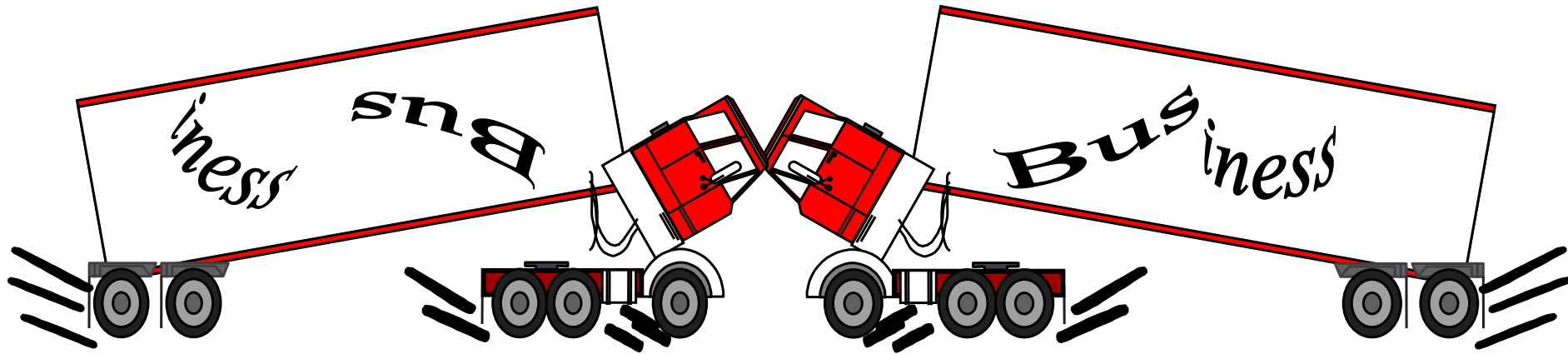
hazardous wastes, pollution, depletion, etc.

The business crew itself gets hurt sometimes...



job injuries, unfairness, dehumanizing work, sexual harassment, etc.

Sometimes businesses hurt each other.....



collusion, monopoly, failure to fulfill agreements, etc.

“Damage control” business ethics:

when ethics problems arise,

(and an indictment or a brand-tarnishing scandal threaten)

ethics gets a call.....



**Damage
Control**

or

**Mission
Control?**



Mission

“What we do”
“the change we make”
Target: *Effectiveness*

& Vision

“What we will be”
“envisioned future”
Target: *Excellence*

Trouble-Shooting

Ethics
Problems

Practices

“What we do; business activities”
guidelines: “how we do the things we do”

Culture

“What we are”; 4 levels
values: the core characteristics of our culture/organization

Motivation

Why care about
ethics; the case

Leadership

Who makes it happen?
How?

Six Components

of a Comprehensive

Organizational Ethics

- 1. Motivation**
- 2. Trouble-shooting**
- 3. Mission/Vision**
- 4. Culture/Values**
- 5. Practices/Guidelines**
- 6. Leadership**

Four Processes

in Getting & Staying

Ethically Healthy

1. Identification
2. Education
3. Implementation
4. Evaluation

Processes →
Components ↓

Identify

Educate

Implement

Evaluate

Motivation

Trouble-shooting

Mission/vision

Culture/values

Practices/guides

Leadership

	Identify	Educate	Implement	Evaluate
Motivation				
Trouble-shooting				
Mission/vision				
Culture/values				
Practices/guides				
Leadership				

Ethics is About Excellence (= Quality)

Not just about jail- or trouble-avoidance

Ethics = *an account of*

how we need to treat each other

***(all of our stakeholders) in order to
achieve our mission & fulfill our vision
with excellence.***

Arete (Greek) = moral virtue = excellence

Gill's **EthixBizine** Monthly

Building Ethically Healthy Organizations

www.EthixBiz.com

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[EthixBiz Buzz](#)

[Ask Dr. EthixBiz: Unethical Hiring](#)

[EthixBiz Review: Reality Check](#) by Guy Kawasaki

[Gill's Benchmark Ethics: Business Vows: Promising to Be Unethical](#)

It's About Excellence:

Building Ethically Healthy Organizations

by David W. Gill

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