Grain and Feed Industry Conference

Embassy Suites
Seaside, California
January 16, 2014
Marty Jakosa
Grain and Feed Industry Conference

Ethics in the Workplace . . .
Really?

You Make The Call!
Grain and Feed Industry Conference

Elliott Spitzer—Former Gov. of N.Y.
Anthony Weiner—Former M.C., N.Y.
Alex Rodriguez—N.Y. Yankee
CBS News—Benghazi
NBC News—George Zimmerman 9-1-1 editing
MSNBC—Numerous! Martin Bashir, Alex Baldwin
Arnold Schwarzenegger—child with housekeeper
Chris Christie—pending . . .
Grain and Feed Industry Conference

Bernie Madoff—March, 2009—a Ponzi scheme that defrauded thousands of investors out of billions of dollars.
Grain and Feed Industry Conference

Enron—1992:

- The largest seller of natural gas in North America
- Stock price $90.75 in mid-2000
- Dec. 2000--Most Innovative Company in Fortune’s “Most Admired Companies”
- Stock price $1.00 by Nov. 2001
- Arthur Anderson, Enron’s auditor, closed as a result of their involvement with Enron.
Grain and Feed Industry Conference

Adelphia Communications
-- Internal corruption.
-- Directors sent to prison!

WorldCom
-- Directors used fraudulent accounting methods to boost stock prices. It didn’t work.
-- Rebranded as MCI and emerged from bankruptcy in 2004
-- Assets sold to Verizon.
Grain and Feed Industry Conference

The list goes on and on . . .

Why is this happening?
Grain and Feed Industry Conference

Late 80’s

--The 7 Habits of Highly Effective People
--Research went back 200 years, late 1700’s.
--Dr. Covey noticed a shift beginning in the 1930’s.

--Shift from the “Character” ethic to the “Personality” ethic.

--After reading the book, President Clinton invited Dr. Covey to Camp David to counsel him on how to integrate the book into his presidency.
Grain and Feed Industry Conference

Early 80’s—Dr. Ken Blanchard
--The One Minute Manager
--Situational Self Leadership
--Situational Leadership
--Cultural Change
--Customer focus
--Values Driven Organizations
Grain and Feed Industry Conference

Company XYZ

What are our values?
Grain and Feed Industry Conference

Grain and Feed Industry Conference

High Performance and Low Values Match

High Performance and High Values Match

Low Performance and Low Values Match

Low Performance and High Values Match

(High)

PERFORMANCE

VALUES MATCH

(Low)
The Doctrine of the Double Effect:
An algorithm for solving all moral disputes in which an act will have two effects, one good and the other bad.

“It is always wrong to do a bad act intentionally in order to bring about good consequences, but it is sometimes permissible to do a good act, despite knowing that it will bring about a bad consequence.”
The “Nature of the Act” Condition:
The action must be either morally good or indifferent. Lying or intentionally killing an innocent person is never permissible.

The “Means-End” Condition:
The bad effect must not be the means by which one achieves the good effect.

The “Right Intention” Condition:
The intention must be the achieving of only the good effect with the bad effect being only an unintended side effect. If the bad effect is a means of obtaining the good effect, then it wrong.

The “Proportionality” Condition: The good effect must be at least equivalent in importance to the bad effect.
Grain and Feed Industry Conference

- Judge/Magistrate
- Runaway Tram
- Capsule of medication
- Battery Company
- Dairy
- Feedmill