



Grain and Feed Industry Conference

Embassy Suites
Seaside, California
January 16, 2014
Marty Jakosa

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Ethics in the Workplace . . .
Really?

You Make The Call!





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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 . . .



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**Bernie Madoff—March, 2009—a Ponzi
scheme that defrauded thousands of
investors out of billions of dollars.**



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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.



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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.



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The list goes on and on . . .

Why is this happening?



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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.*



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Early 80's—Dr. Ken Blanchard

- The One Minute Manager
- Situational Self Leadership
- Situational Leadership
- Cultural Change
- Customer focus
- Values Driven Organizations

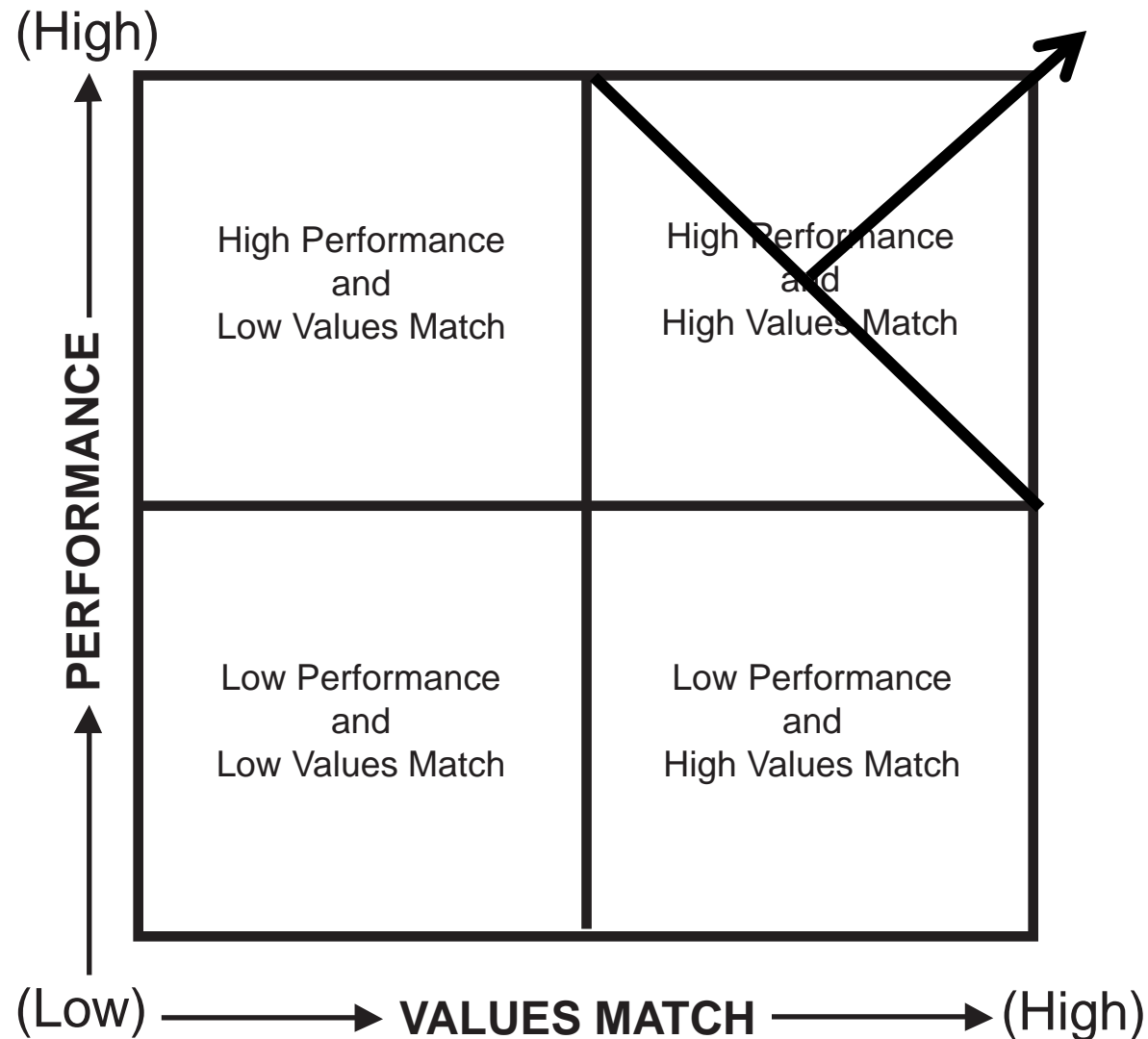


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Company XYZ

What are our values?

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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 is wrong.

The “*Proportionality*” Condition: The good effect must be at least equivalent in importance to the bad effect.



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