

# Ethics for The RV Professional

Prepared for:

The Recreation Vehicle Dealers Association

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## Definitions

*Business Ethics*: Comprises the \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ that guide behavior in the business world.

*Principles*: Specific boundaries for behavior that are absolute and universal.

*Values*: something intrinsically valuable or desirable

*Standards*: Norms that serve to define the nature of actions. To guide us towards right behavior and away from wrong behavior.

Behavior is influenced by:

1. Principles
2. Values
3. Standards

But also by...

4. Individual Factors

## 5. Social Factors

## 6. Organizational Factors

Personal  
Value  
Assessment

## Implications of Value Assessment

- 1.
- 2.

## The 5 P's

- 1.
- 2.
- 3.
- 4.
- 5.

## Benefits of an Ethical Workplace

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## 4 levels of Social Responsibility

The Most Basic Level: \_\_\_\_\_

The Next Level: \_\_\_\_\_

The Third Level: \_\_\_\_\_

The Ultimate Level: \_\_\_\_\_

# Ethical Decision Making Process

## ETHICAL

### 1. **E**valuate the Issue

- a. State the real problem (not the symptoms). Does a problem actually exist? Has the problem been properly defined?
- b. Is the problem legal, moral, or professional in nature?
- c. Obtain all of the relevant facts
- d. Separate facts from beliefs, desires, theories, opinions, suppositions, and rationalizations
- e. Consider the reliability and credibility of the sources
- f. Are there one or more alternatives?

### 2. **T**est

- a. Is it legal?
- b. Does it violate any internal or external code, policy, or regulation?
- c. Should you seek advice or counsel from internal and/or external sources? Should this be escalated? Is there a whistleblowing procedure in place?
- d. What does your professional governing body for ethics say?
- e. Could you defend the option before a congressional committee or a committee of peers?



- f. What does the company's ethics officer or legal counsel say?
- g. What was done in the past?
- h. Will this decision stand the test of time?
- i. What if everyone did it?

### 3. **H**ow do you feel?

- a. Would you be comfortable if your decision and reasoning were publicized?
- b. Would you be comfortable if your children, parents, and grandparents observed?
- c. Would you want your children to make the same decision?
- d. How would you feel if the shoe was on the other foot?
- e. Do you still think the decision is good if you were adversely affected by it?
- f. What would the person you admire the most do?
- g. Do you have a duty of loyalty?
- h. What does your "gut" tell you to do?

## 4. **I**mpact

- a. What will be the impact on stakeholders?
  - Employees
  - Customers
  - Suppliers
  - Media
  - Public
- b. Will the consequence be potentially costly?
- c. Will the consequence be potentially harmful or risky to the operation or reputation of the company and/or its stakeholders?

## 5. **C**hoice

- a. Develop a plan to implement
- b. Maximize benefits and minimize costs/risks
- c. How will your decision be communicated?

## 6. **A**nalyze Results

- a. Monitor impact on stakeholders
- b. Be prepared to revise the decision/plan or take a different course of action

## 7. **L**earn

- a. What could you do to make it less likely that you would have to make such a decision again?

# Creating an Ethical Workplace

## Foundation:

- Support
- Distributed
- Publicized
- Trained
- Enforced

## **Checklist**

*Code of Ethics*

*Code of Conduct*

*Statement of Values*

*Ethics Training*

*Employee Handbook*

*Job Screening*

*Placement Tests*

*Exit Interviews*

*Decision Making Authority*

*Positive Work Environment*

*Community Involvement*

*Annual Appraisals*

*Checks & Balances*

*Pay Plans*

*Reprimand*

*Positive Feedback*

*Ethics Audits*

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