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

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. How 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. Impact

   a. What will be the impact on stakeholders?
      o Employees
      o Customers
      o Suppliers
      o Media
      o 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. Choice

   a. Develop a plan to implement
   b. Maximize benefits and minimize costs/risks
   c. How will your decision be communicated?
6. **Analyze Results**
   
   a. Monitor impact on stakeholders
   b. Be prepared to revise the decision/plan or take a different course of action

7. **Learn**

   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
References


