



PRESENTS

Ethics and Effective Risk Management

What you should consider before you are faced with an ethical dilemma

Presented by: Garry McDonell, *National Director, Aon Global Risk Consulting*

Let's Start the Dialogue Now

Agenda

- What we want to get out of today's discussion
- Why the interest in ethics today
- How ethical dilemma's arise
- Ethical decision framework
- Where to begin

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Selected Philosophy

It is impossible for a man to learn
what he thinks he already knows

Epictetus 55-135

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Ethical Situations to Consider

CASE 1

Friday night at the insurance agent's office

|

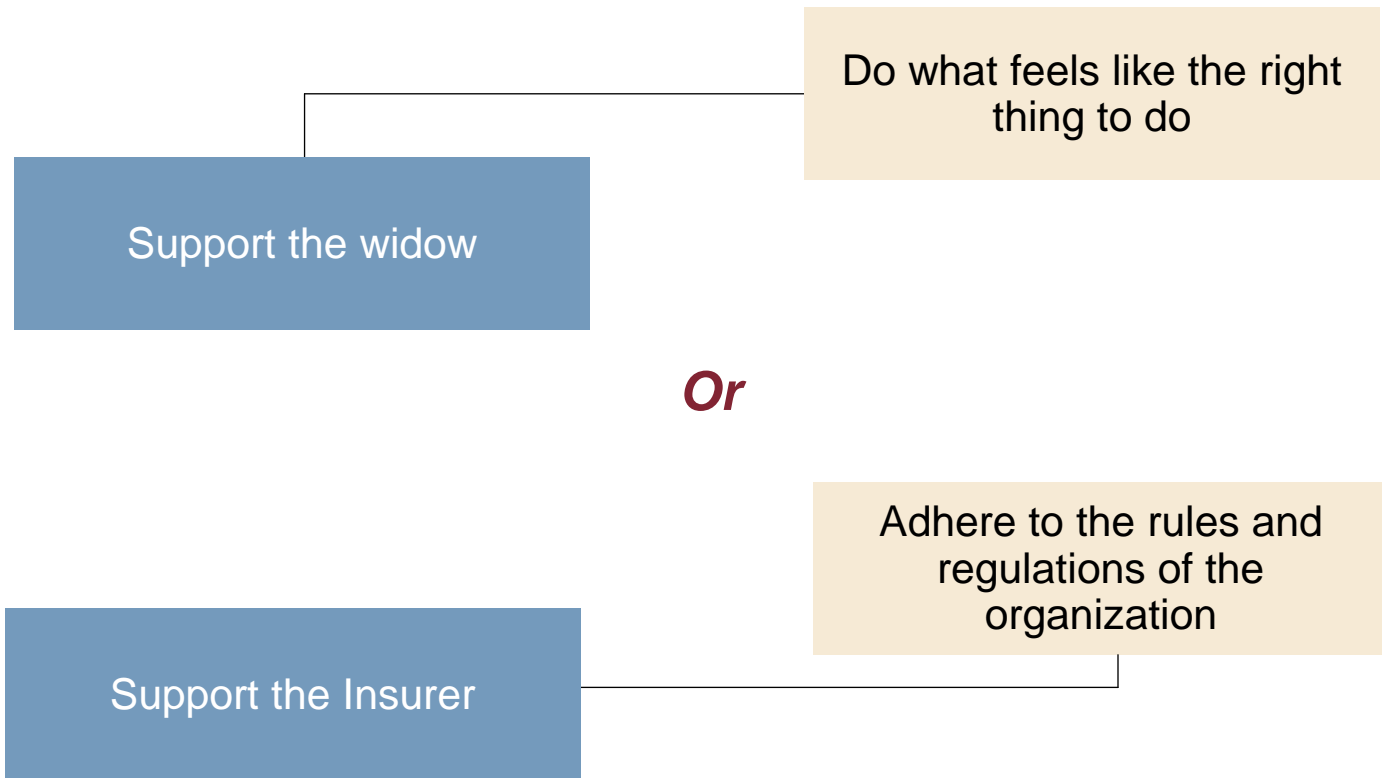
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The Insurance Agents' Dilemma

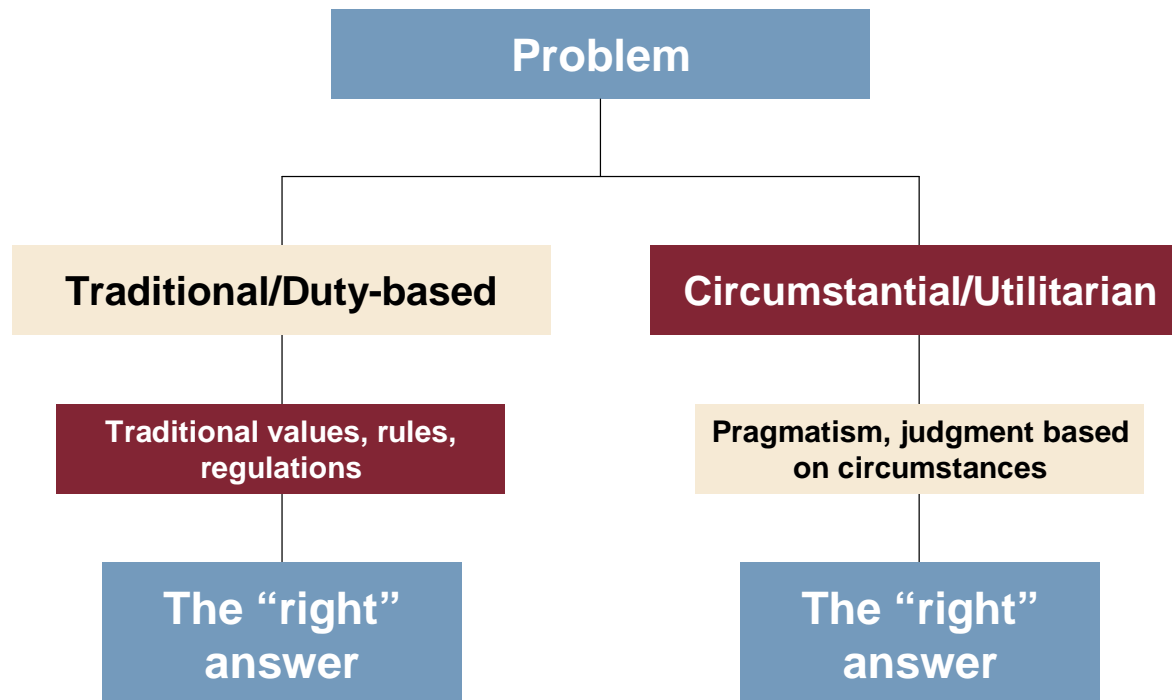


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Two Different Kinds of “Right” Answer



Upholding Traditional, Carefully Nurtured Morals

Traditional values,
rules, regulations

Is there inherent
good and evil?

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Selected Philosophy

A crowd in its very concept is the
untruth

By reason of the fact it renders the individual
completely impenitent and irresponsible or
at least reducing his influence to a fraction

Soren Kierkegaard, 1813–1855

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Circumstantial Morals

Pragmatism, judgment based
on circumstances

Is there inherent
good and evil?

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Selected Philosophy

The great civilizer on earth seems to have been
doubt

Doubt seems to have held people in thrall to ethical
behavior, while the true believers, of whatever stamp,
religious or non religious, have done the murdering

E.L. Doctorow, 1931

Ethical Situations to Consider

CASE 2

The autopsy report

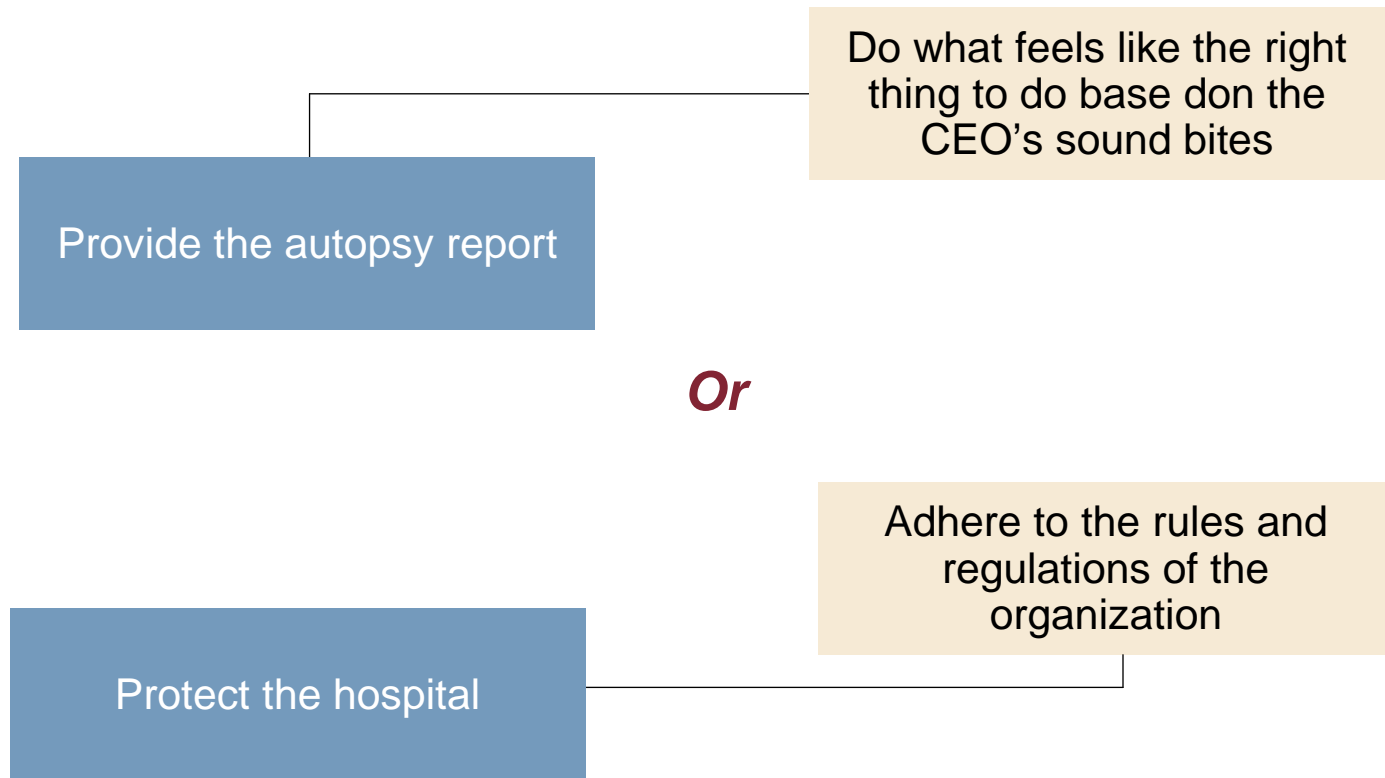
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The Risk Manager's Dilemma



The Bigger Picture

Ethics are highly personal, so we must recognize the potential for the individual's moral compass to occasionally conflict with the corporation's strategic direction

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The Group Perspective

- What are the true values of your organization?
- Are they being served by the ethical approach you are taking?
- Do organizational rules change under different conditions?
- Is there a different answer for the short term versus the long term?



The Personal Perspective

What are your initial gut feelings?

- Do you work in an environment where ethical issues are discussed freely?
- Do your colleagues support you in the ethical decision making process?



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Recent Headlines

- September 2, 2004:
 - Firing corporate whistleblowers will soon be a crime
- July 15, 2009:
 - Whistle Protection goes Global
- June 3, 2009:
 - Meetings in Wellington and Auckland with scientist and Canadian whistleblower
- August 24, 2009:
 - Whistleblowing at Health Canada: Chopra speaks out
- December 9, 2008:
 - Madoff whistleblower went unheeded for years
- August 29, 2006:
 - Whistleblower Uses YouTube to Slam Lockheed Martin, U.S. Coastguard

More Recent Headlines

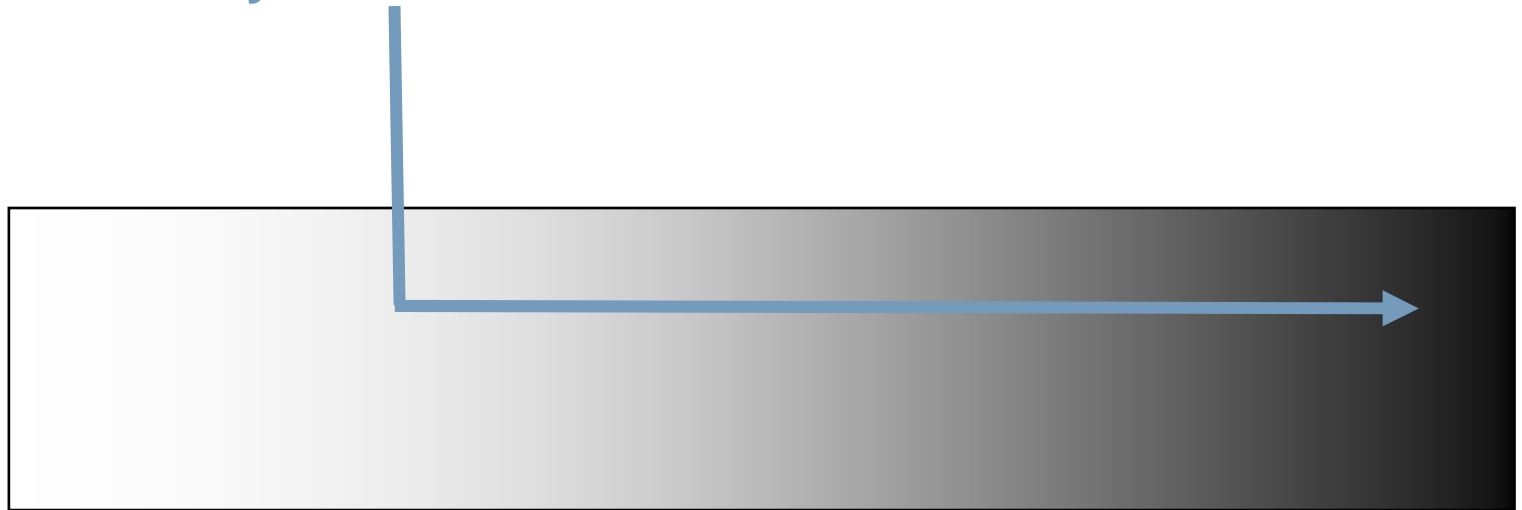
- October 27, 2006:
 - Alberta whistleblower faces \$10M lawsuit from gaming company
- October 11, 2007:
 - Whistleblower's home torched
- October 11, 2007:
 - Supreme court refuses to hear appeal from pair of fired whistleblowers
- June 17, 2009:
 - One in four public servants affected by harassment

Prepare Now

- Follow an ethical exercise regimen
 - Talk with your colleagues
 - › *Discuss a process for dealing with divergences of opinion*
 - › *Help create an environment in which it is safe and comfortable to disagree*
 - › *Identify your process to separate the noise from the fundamental ethical issues*
 - › *Recognize individuals make up the organization*

The Grayscale

It can be easy to slip from gray to black when things are not clearly defined



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Ethic of Reciprocity

- Do for one who may do for you, that you may cause him thus do to

1970 BC, The Tale of the Eloquent Peasant, Ancient Egypt

- Hurt not others in ways that you yourself would find hurtful

500 BC, Udana-Varga, Buddhism

- What you do not want done to yourself, do not do to others

500 BC, Analects of Confucius, Confucianism

- Do not do to others what would anger you if done to you by others

400 BC, Socrates

- This is the Sum of Duty.....do naught unto others which would cause you pain if done to you

150 BC, Mahabharata, Brahmanism and Hinduism

- Do unto others as you would have others do unto you

100 AD, Gospel of Luke, Bible

What You Need to Know

- Know that you may, at one time, have to choose between your personal values and your job
- While that sounds scary, it doesn't have to be
- Preparation is key

THANK YOU FOR ATTENDING THE



CONFERENCE

ENJOY THE REST OF YOUR CONFERENCE!

