

# ***Lessons on Ethical Leadership During COVID***

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# ***Ethical Leadership***

“Ethical leadership is knowing your core values and having the courage to live them in all parts of your life in service of the common good.”

*Center for Ethical Leadership*

***Always do **RIGHT**. This will gratify  
some people, and astonish the rest.***

***- Mark Twain***

**Always do *RIGHT*. This will gratify  
some people, and astonish the rest.**

*- Mark Twain*

**There is no *RIGHT* way  
to do the wrong thing.**

*- anonymous*

# ***Ethical Leadership***

*starts with  
making **RIGHT**  
decisions!*



# ***Making Ethical Decisions***

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***Is it legal?***



***Is it balanced?***



***How will it make me  
feel about myself?***

# *Is it legal?*

Will I be violating either civil law or company regulations or policy?

# ***Is it balanced?***

Is it fair to all concerned in the short-term as well as the long-term?

Does it promote win-win relationships?



# ***How will it make me feel about myself?***

Will it make me proud?

Would I feel good if my decision was published in the newspaper?

Would I feel good if my family knew about it?

# The Five Principles for Ethical Leaders



*Purpose*



*Pride*



*Patience*



*Persistence*



*Perspective*

# **Purpose**



*I see myself as being an ethically sound person. I let my conscience be my guide. No matter what happens, I am always able to face the mirror, look myself straight in the eye and feel good about myself.*

## *The Five Principals for Ethical Leaders*

# **Pride**



*I feel good about myself. I don't need the acceptance of other people to feel important. A balanced self-esteem keeps my ego and my desire to be accepted from influencing my decisions.*

# **Patience**



*I believe that things will eventually work out well. I don't need everything to happen right now. I am at peace with what comes my way!*

# **Persistence**



*I stick to my purpose, especially when it seems inconvenient with my intentions.*

*As Churchill said, "Never! Never! Never! Never, give up!"*

*The Five Principals for Ethical Leaders*

# **Perspective**



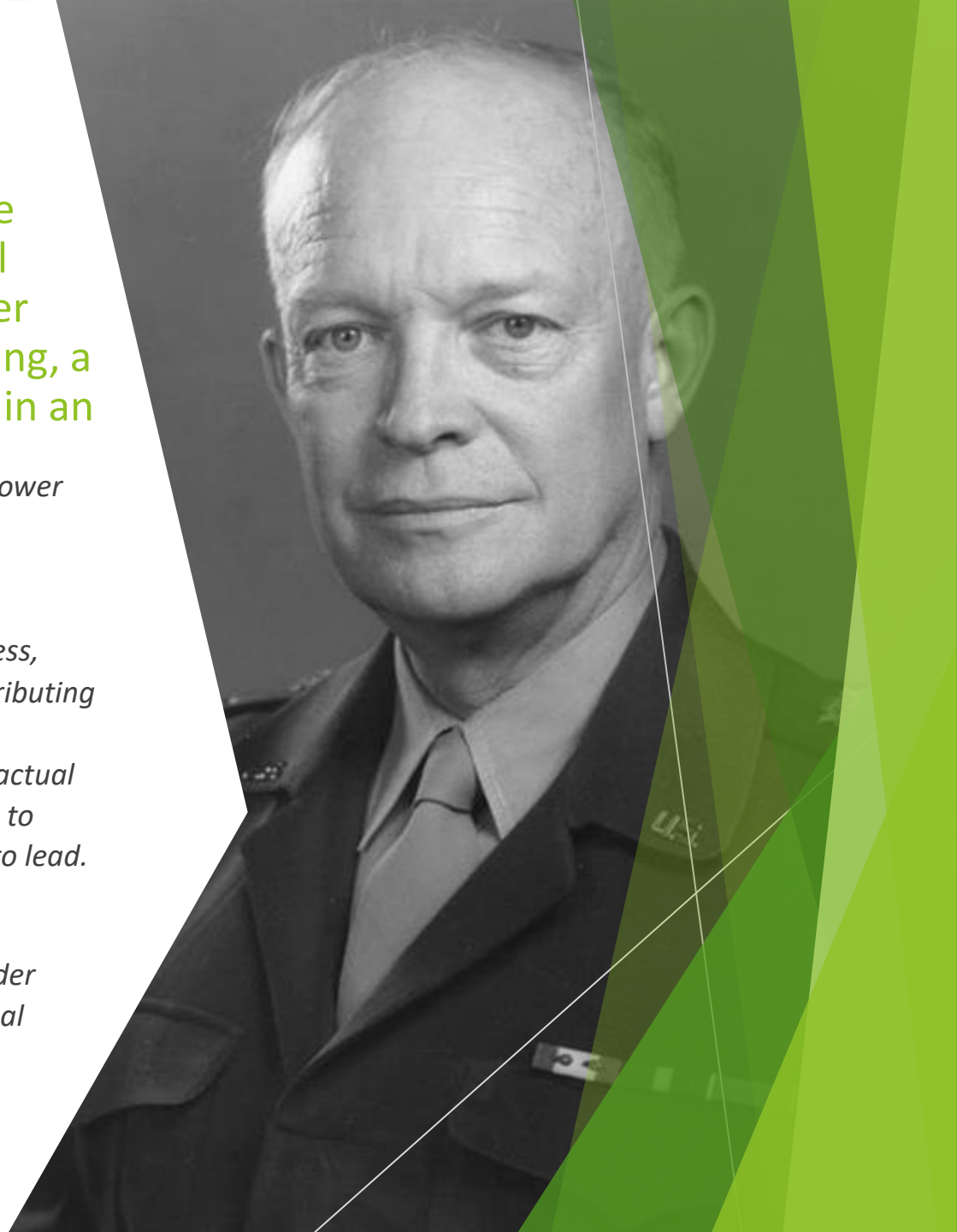
*I take time to enter each day quietly in a mood of reflection. This helps me to get myself focused and allows me to listen to my inner self and to see things more clearly.*

“ The supreme quality for leadership is unquestionable integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.

- General Dwight D. Eisenhower

*It can be easy to confuse perceived success, represented by legions of followers contributing vast amounts of money, but which is fundamentally lacking in integrity, with actual success that is based on honesty, service to others, and a respect for those we seek to lead.*

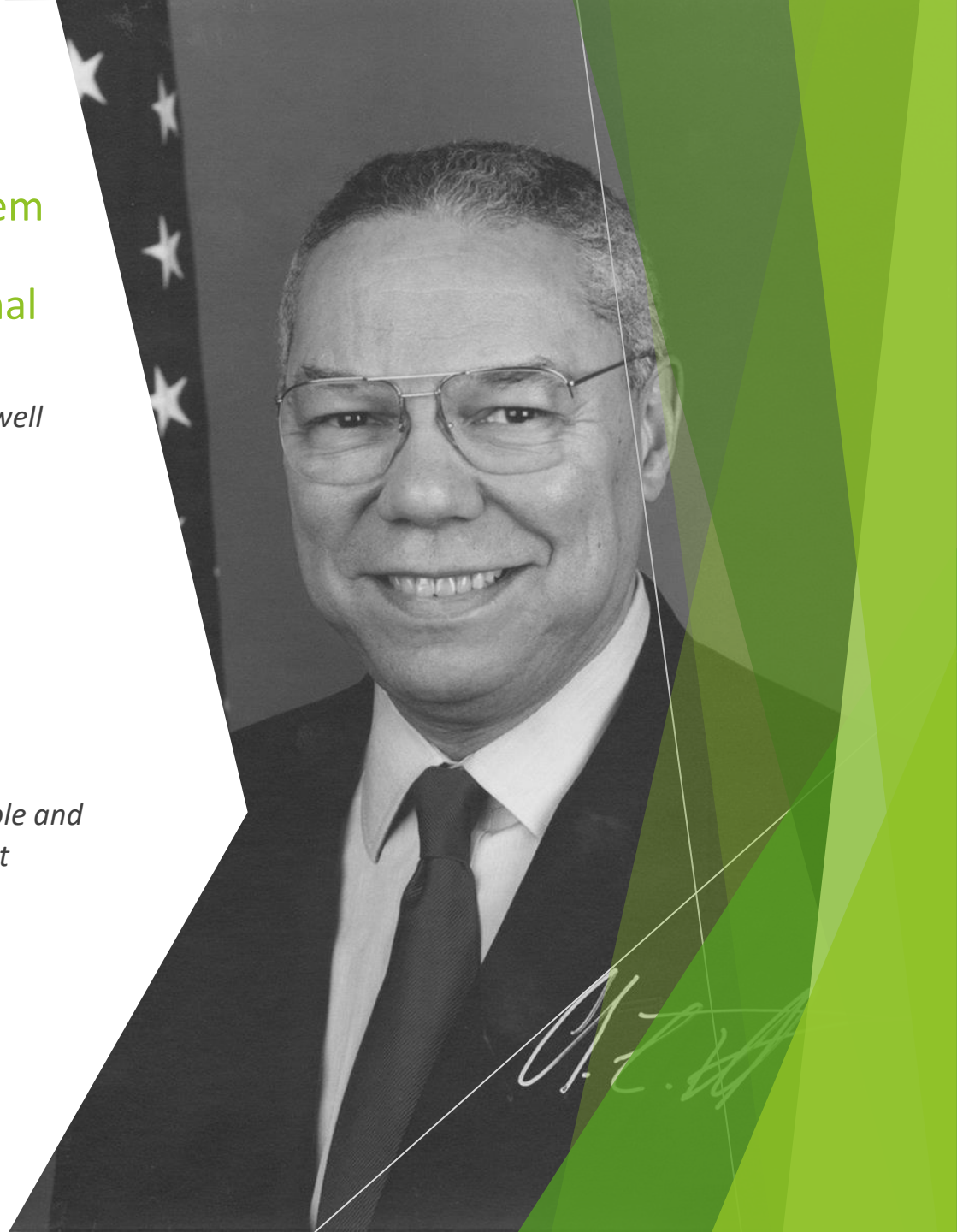
*It does not seem possible to me to consider success based on lies to be any sort of real success.*



“ Soldiers watch what their leaders do. You can give them classes and lecture them forever, but it is your personal example they will follow.

- General Colin Powell

*Leadership integrity is leading by example and making sure that we are setting the best possible example for those around us.*





*It could be tempting to take some easy shortcuts or to believe that now is not the time to be worried about how we get to success, just that we get there.*

*I would argue the contrary, however, in that now more than ever, success without integrity is no real success at all.*

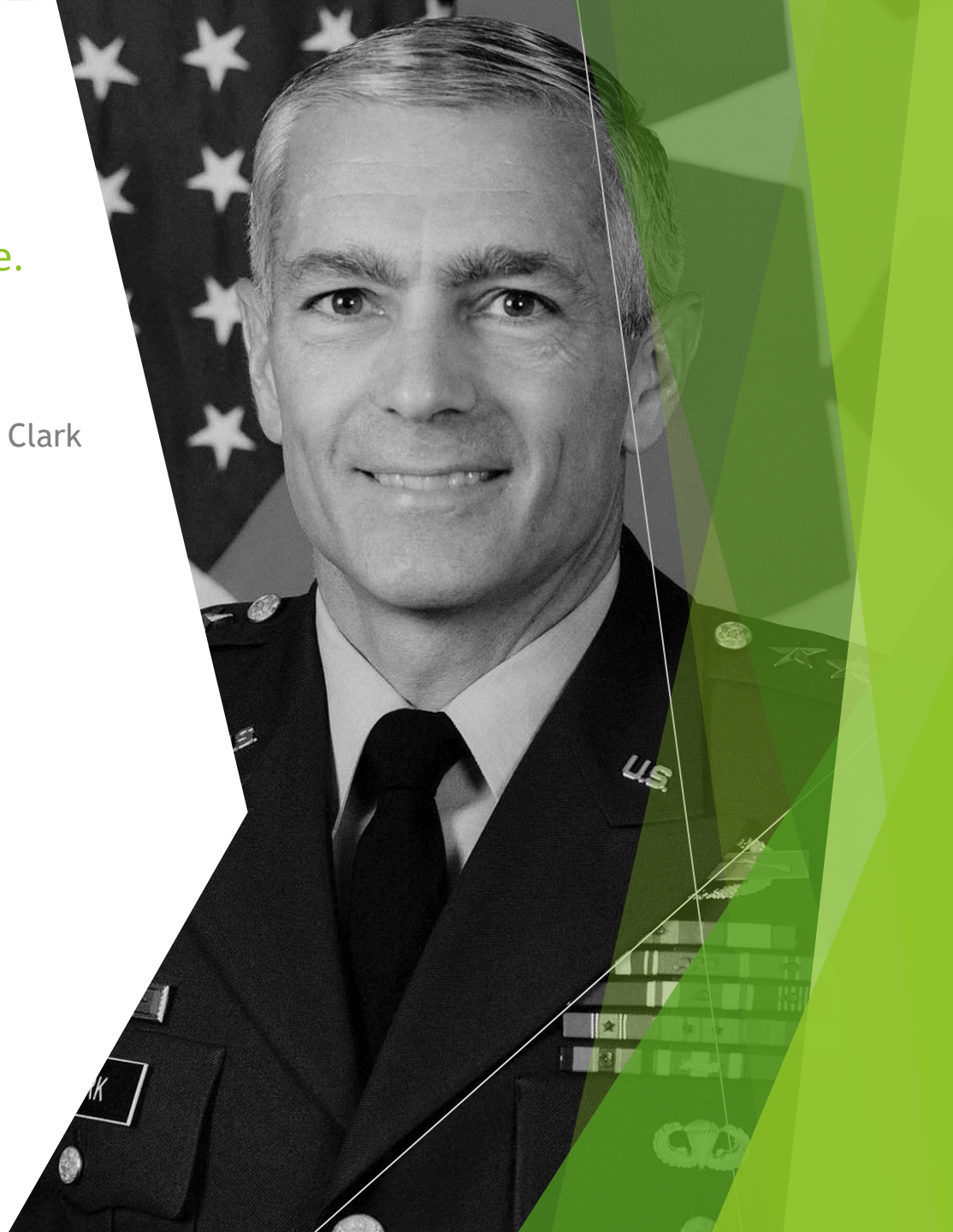
“ First point, leaders have to gain trust. It doesn't come automatically with the office. You have to earn it by your performance.

- General Wesley Clark

*Another thing about trust:  
**Be careful what you say!***

*Any statements later proven false will hurt your reputation.*

***You cannot lead if people cannot trust you.***



# **The Role of the Ethical Leader**



# What is the Role of the Ethical Leader?

*To create an environment that fosters trust and motivates and inspires their employees to achieve results.*

# Key Leadership Behaviors

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- ▶ *Bring out the best in people*

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Effective leaders must:

- ▶ *Be authentic*
- ▶ *Bring out the best in people*
- ▶ *Be receptive to feedback*

# Be Authentic

*What does it mean to be authentic?*

- ▶ The quality of being genuine.
- ▶ Being authentic means that your actions mirror what you believe and feel, that there is no contradiction between what you do and what you say.
- ▶ Authenticity is strongly connected to building trust.

# Be Authentic

*Ways to demonstrate that you are authentic:*

- ▶ Provide honest opinions.
- ▶ Act with integrity.
- ▶ Promote trust among others.
- ▶ Disclose by sharing thoughts, feelings, and rationale when appropriate.
- ▶ Display confidence, but avoid arrogance.

# Bring out the Best in People

*How do we bring out the best in people?*

- ▶ Cultivate and optimize others' talents and capabilities.
- ▶ Inspire performance and morale.
- ▶ Believe in the strengths of others.
- ▶ Unite others toward common goals.

# Bring out the Best in People

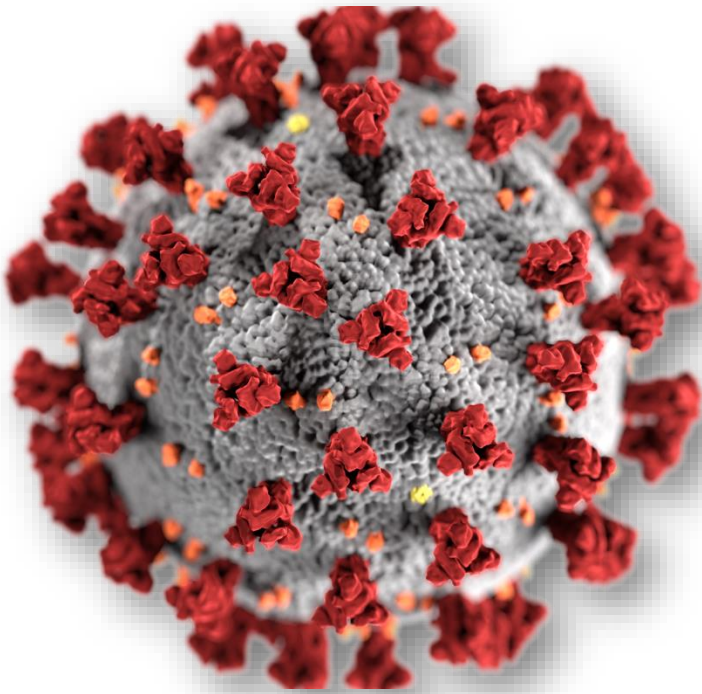
*From The Speed of Trust by Stephen R. Covey*

“Always surround yourself with people who are even more talented and competent than you. It takes tremendous self-trust to do this. A confidence born of high integrity, positive intent, and an attitude of continuous improvement – BUT ***the results are incomparable.***”

# Be Receptive to Feedback

- ▶ Being open to both positive and developmental feedback allows a leader to understand a different perspective or way of thinking.
- ▶ By encouraging feedback, you help create an environment in which people are more comfortable complimenting one another and suggesting areas for improvement.

# The Pandemic Changed Everything



1. *Formulate opinions and advocate for them, no matter how junior you are.*
2. *Be mindful of the caretaking pressures many of your employees are enduring in this moment.*
3. *Don't ignore the social issues that intersect with your business.*



*Expect awkwardness—from employees and customers alike—as you modify your approach to changed circumstances.*

*Pay attention to changes in customer behavior and consider the long-term shifts they might foretell.*

*Be on the ground as a leader, visiting locations, talking to workers and observing trends first-hand.*

# Impacts of Ethical Leadership

- ▶ *Well-Being of the Individual*
- ▶ *Energy of the Team*
- ▶ *Health of the Organization*



# The 4-V Model of Ethical Leadership



*Values*



*Vision*



*Voice*



*Virtue*

# Character

Character is not reflected by what we say, or even by what we intend, it is a reflection of what we do.

- *anonymous*

**Thank you  
for joining  
us today!**

The right side of the slide features a decorative graphic composed of several overlapping, semi-transparent green shapes. These shapes are primarily triangles and quadrilaterals, creating a dynamic, layered effect. The colors range from a light, pale green to a vibrant, saturated lime green. The shapes are positioned on the right side of the slide, partially overlapping the white background and extending towards the center.