

Characteristics of Ethical Organizations

Ethics Resource Center - 2007

1. Embed core values into every action, strategy and policy.
2. Define ethics not simply as right vs. wrong, but as right vs. right.
3. Engage in moral reasoning to shape future decisions.
4. Focus on intrinsic rather than instrumental values.
5. Emphasize moral principal over legal compliance.
6. Expand the moral perimeter.
7. Concentrate on relationship-building, not just deal-making.
8. Cherish and respect fireside stories.
9. Maintain deep reserves of moral courage.
10. Keep the ethics flame alive collectively.