



Ethicist Presentation

Guildwood Chapter of LeTip – August 18, 2009

As President of the Ethics Institute, I am pleased to tell you about being a member of the ethicist profession.

I am proud to have earned my professional designation as a Certified General Ethicist. I work with a TEAM (i.e., a **T**op **E**thicist **A**dvising **M**anagement) and every one of them has their CGE professional designation.

Our major service is the Certified Ethical Enterprise which is offered to businesses. Through the CEE, a business can actually prove that they are ethical.

This is a challenge to every business today. What are some aspects that assist a business in proving that they are ethical?

Employees with a professional designation may be able to prove that they adhere to a code of ethical standards. Of course you may ask, how exactly are these implemented in relation to other professionals' ethical standards?

To which ethical category does your business subscribe? There are numerous ethical categories, so you should be aware of your own business' ethical standards.

I am the chief advocate of the Theanthropic Ethical category.

Let me explain the significance of this ethical category. Theanthropic Ethics is one of the few scientifically-based ethical categories. Objective criteria are its major asset, since professional ethical standards can be assessed.

I have worked at the development of the Certified Ethical Enterprise programme to assist the TEAM in providing a review of ethical standards for any business.

Let us consider the CEE programme.

Although the CEE is relatively new, there are already benefits that can be observable.

CEE is presently the **only** methodology to prove that your business is ethical.

What are the results of not having CEE recognition?

Your business may be caught with unethical accounting practises, such as Arthur Andersen had. This was one of the top ten accounting firms in North America. They were caught twice and are no more! CEE assessment would have determined that there was a conflict that required rectifying.

Bernard L. Madoff Investment Securities LLC ran their operations for decades without detection from regulatory, governmental, or legal bodies. None of them, apparently, were aware of the unethical procedures. CEE assessment would have discovered and recommended proper ethical behaviour.

Are you afraid of how difficult the CEE process is? What about the unfavourable publicity to your business caused by scrutiny from various media, resulting in the possibility of trial and court case? Remember my two examples.

Many ethics practitioners support the idea of whistle-blowers. These are employees who advise media or regulatory bodies about ethical deficiencies in your business. Clearly, the CEE process is preferable.

I like to compare the CEE process to a medical examination. The goal of CEE is to assure that your business is healthy. If your business is not healthy, recommendations are made to ensure that health as an ethical business is obtained.

Your business should have the opportunity to become more profitable.

Let us now look at the actual procedure:

It takes only one week, usually Monday through Friday.

A TEAM, consisting of three professional ethicists who have their CGE designation, will review all pertinent ethical standards in your business.

All material will be reviewed at your offices or facilities, including exterior ethical standards. Professional ethical standards are among exterior standards reviewed.

Any harmonizing of ethical standards required is carefully reviewed with input from your staff and executives.

The TEAM will prepare a written report, detailing recommendations, and granting certification for Level 1, if appropriate.

There is an additional cost for the expenses of bringing the ethicists to your facility.

The Certified Ethical Enterprise, Level 1, is an initial award. It is not necessary for your business to reapply.

Let us now consider the specific guidelines for the CEE:

1. It is important to have available the ethical standards of all professionals in your business. These will be evaluated by the TEAM for purposes of harmonization.
2. The CEO or designate should be available for consultation in order to determine your business' ethical category as well as how it is implemented throughout your organization.
3. The receptionist(s) will be asked to clarify their understanding of the business' ethical standards.
4. The CFO or designate should be available to explain their role of those in the business and they should have a professional designation.
5. An employee may be interviewed to explain their understanding of the business' ethical standards.
6. The TEAM will require facilities, preferably a room, to review the data. One TEAM member will always be available for consultation.

7. Over the week (Monday through Friday), if any anomalies appear the TEAM will seek clarification from the appropriate executive(s) or professional(s). The matter should be able to be clarified within our timeline.

As you can see, the CEE is within reach for most businesses. There is built-in flexibility to assist in determining the various challenges that might develop during the week.

The TEAM is prepared to offer ethics training to anyone employed in your business, so that they have a clearer understanding of ethics.

Every TEAM member has an earned doctorate, is acquainted with the various ethical categories, and has years of experience in the practical application of ethics. Every TEAM member has earned their CGE professional designation.

The Ethics Institute is totally committed to your success.

The Ethics Institute concurs with the purpose of the Guild Inn: we draw inspiration from the Guilds of old (*The History of The Guild Inn*, p. 49). We are proud to work out of Guildwood Village, where the original motto was "Let us mingle the Beautiful with the Useful." (Ibid, p. 247)

Dr. Brian Keen, CGE, President of the Ethics Institute and chief advocate of the Theanthropic Ethical category.

My memory hook is: succeed through being Keen about ethics.