Ethical Leadership, Part 2: Best Practices
Questions for classroom discussions

1. Why do you think studies show that no single factor has a bigger impact on
the ethicality of a firm’s culture than the personal examples set by firm
leaders?

2. Why do you think the evidence tends to show that it is more effective to have
an organizational code of ethics drafted with the help of employees than one
drafted by outside experts?

3. How can leaders best communicate the firm’s ethical norms to employees?

4. Why do levels of cleanliness and lighting in a building affect the ethicality of
employees actions, do you think?

5. If a leader asked you: “How do I create an ethical culture in my firm?”—what
are the first three things you would tell him or her?

6. What advice about incentive systems would you give leaders who wished to
create an ethical firm culture?

7. What do you think is the most important attribute of an effective ethical
leader?

8. When leaders ask: “What does our organization stand for?”, what do you
think the answer should be?

9. Have you ever felt that your judgment was affected by the nature of your
office space?
Additional Teaching Note

This video is the second of a two-video package that addresses moral leadership. The overall theme is that to be an effective ethical leader, CEOs and others must both (a) act ethically themselves, and (b) know how to create an effective ethical culture.

This second video gives tips to leaders about establishing, communicating, and maintaining an effective ethical culture in an organization. This is a fascinating area in which social scientists are just starting to do exciting empirical work that hopefully will lead to more concrete and effective steps.

In this video — http://youtu.be/Ml91mQkEw7o — social scientist Barry Schwartz suggests two things very much worth discussing in this context. He notes that firms should identify an ethical purpose for their existence—a non-zero sum game. He believes that employees will act more ethically if they feel that they are part of an organization that is providing goods or services that make the world a better place. Also, while our video recommends use of realistic goals and modest rewards in setting incentives for employees, Schwartz goes slightly further and recommends minimal use of incentives. He believes that incentives are almost always gamed by employees, consistent with Professor Lamar Pierce’s advice in our Incentive Gaming video.

Professor Dacher Keltner has written extensively on leadership and ethics and his materials are almost always quite useful and entertaining.
**Additional Resources**


**Transcript of Narration**

*Written and Narrated by Professor Robert Prentice*

Ethical leaders both act ethically as an inspiration to others, and communicate and manage their organization’s culture so as to promote ethical action. So how does a leader effectively communicate and manage an organization’s culture to create ethical action?

Well, leaders must establish their organization’s ethical norms. They must ask: “What does our organization stand for?” They should set high expectations. Leaders must also effectively communicate to others both the contents of those ethical norms and the intensity of the organization’s commitment to upholding them. The careful drafting, with input from others in the organization, of a code of ethics can be helpful.
Then, leaders must implement employment practices consistent with these overall goals. Of course, they must hire good people and punish those who violate the organization’s ethical norms. Just as importantly, they must reward those whose conduct embodies the organization’s ethical standards.

Leaders must also be aware of the cognitive and psychological shortcomings, situational factors, and social and organizational influences that can cause people to make irrational and self-defeating decisions in all areas of their lives. It turns out that leaders can use psychological knowledge to nudge employees to act more ethically.

So, Leaders should keep in mind:

• People are more likely to steal from their firms or mistreat their firms’ customers if they feel as though they themselves have been mistreated. So treating employees fairly is an extremely critical part of cultivating an ethical workforce. Leaders must explain the reasons for taking the actions that they take, for that helps employees accept decisions even if they disagree with them.

• Also, Studies show that employees are more likely to act unethically if they are exhausted, so to overwork employees is to court disaster.

• Relatedly, people tend to act less ethically if they are under acute time pressure, so this is another reason to be reasonable in placing demands upon employees. Professors Margolis and Molinsky studied several organizations and found that some wisely built into their processes times for pauses and second looks.

• Remember, employees naturally focus upon goals that are set for them by superiors. If unrealistic goals are set, especially those that carry punishments for failing to meet them or extravagant rewards for exceeding them, then employees will tend to lose focus on the ethical aspects of their actions. They will concentrate entirely on meeting the goal. Realistic goals and moderate rewards for meeting them are a good combination.
• You may not have considered this, but the evidence is clear that people are more likely to act unethically if they find themselves in a dirty or cluttered workplace or if they find themselves in a dimly lit space. Cleanliness and good lighting can go a long way toward fostering ethical behavior.

• Finally, studies show that employees will tend to act more ethically if they are frequently reminded of the importance to the firm of living up to its espoused values. Effective leaders create legends that illustrate commitment to the firm’s culture. For decades, accounting firm Arthur Andersen was the most admired accounting firm in the world, in part because of its employees’ belief in the origin story of how founder Arthur Andersen told a large client that there was “not enough money in Chicago” to induce him to fudge the numbers. Unfortunately, the leaders of Andersen forgot this lesson and started emphasizing revenue over character, which is why the firm no longer exists.

While there is no single correct way to create and foster an ethical organizational culture, committed leaders will benefit by keeping these points in mind, and by remembering that all their actions send messages.