



BOTILMS

Introduction



Good ethics *are* good business. Yet sometimes we all struggle to do the right thing in the workplace. Maybe we feel stressed or overwhelmed, and the easier option becomes more attractive. We could also be afraid to speak up—or just unsure what the ethical decision would be.

In this eLearning course, you'll learn business ethics and why they're important. Then, you'll get seven principles to guide your ethical behaviour at work. Finally, you'll explore a few of the most common ethical pitfalls in the workplace and how to avoid them.

Click on the first lesson below—or the “*Start eLearning*” button above—when you're ready to begin.



What Are Business Ethics and Why Are They Important?



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What Are Business Ethics and Why Are They Important?



Everyone's Responsibility

Most of us want to work for a company with integrity. We want to feel proud of what we do and where we work—and we want to know that our company lives its values.

But a company is only a collection and reflection of its people. Creating an ethical business starts with cultivating ethical employees. In other words, everyone must take responsibility for their own behaviours, just like everyone must speak up when they witness coworkers or managers engaging in unethical behaviours.

So, what are business ethics, and how do you play your part in contributing to an ethical work environment?

Watch this video clip...





The Importance of Business Ethics

Every year we seem to hear about a company involved in some sort of ethical scandal affecting workers, customers, society as a whole, or the environment. This video covers examples of ethical dilemmas, companies involved in controversial business ethics, as well as the benefits of operating a company with high ethical standards.

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What Are Business Ethics?

When talking about business ethics, you've likely heard descriptions like *honour* or *integrity*. Or, perhaps you've seen terms such as *social responsibility* or *corporate responsibility*. But what do these descriptions really mean? Flip the flashcard below to learn more.

Business Ethics

In short, business ethics are a set of guiding principles, morals, or values at work. They help employees

“ Ethics is knowing the difference between what you have a right to do and what is right to do.

Potter Stewart

Why Business Ethics Are Important

Good business isn't just about boosting the bottom line. Increasing profits through unethical means isn't an effective strategy for your long-term career success or the company's long-term viability. Consider the following, three advantages of adopting ethical business practices:

1

Good business ethics create a positive work environment. Ethics create a positive work environment based on honesty, accountability, fairness, and goodwill. Employees are more likely to feel invested in and proud of working for an organization with aligned values and a strong moral backbone. A positive work environment is also a competitive work environment, as it leads to higher retention and lower turnover rates.

2

Good business ethics build customer loyalty. Ethics are essential to building a positive brand reputation that attracts a loyal customer base. Customers who suspect they're being overcharged, lied to, or otherwise taken advantage of will likely take their business elsewhere. By contrast, customers who believe in and connect with your brand's values will want to support you. They're more likely to become brand advocates who recommend your company and its products to family and friends.

3

Good business ethics help you and your company avoid legal problems. Finally, it may be tempting to cut corners or misrepresent information in pursuit of profits. For example, you may save time in the short term by overlooking safety regulations, or you might make a quick deal by distorting the truth to a customer. But unethical and shady business practices can lead to lawsuits or criminal charges against you or your company. Not only can you or your company face serious legal repercussions, but legal troubles can also create negative publicity that damages the organization's brand reputation for years.



In summary, good ethics *are* good business. Business ethics increase profits by retaining talent, creating a positive brand reputation, building a loyal customer base, and avoiding costly legal troubles. They also create a more enjoyable work environment for everyone—including you.

What's in It for Me?

Being an ethical employee can also contribute to your long-term career success. Managers and coworkers need to know that you're someone who they can trust and count on. Doing the right thing at work helps you build a personal reputation of honour, trustworthiness, and integrity.

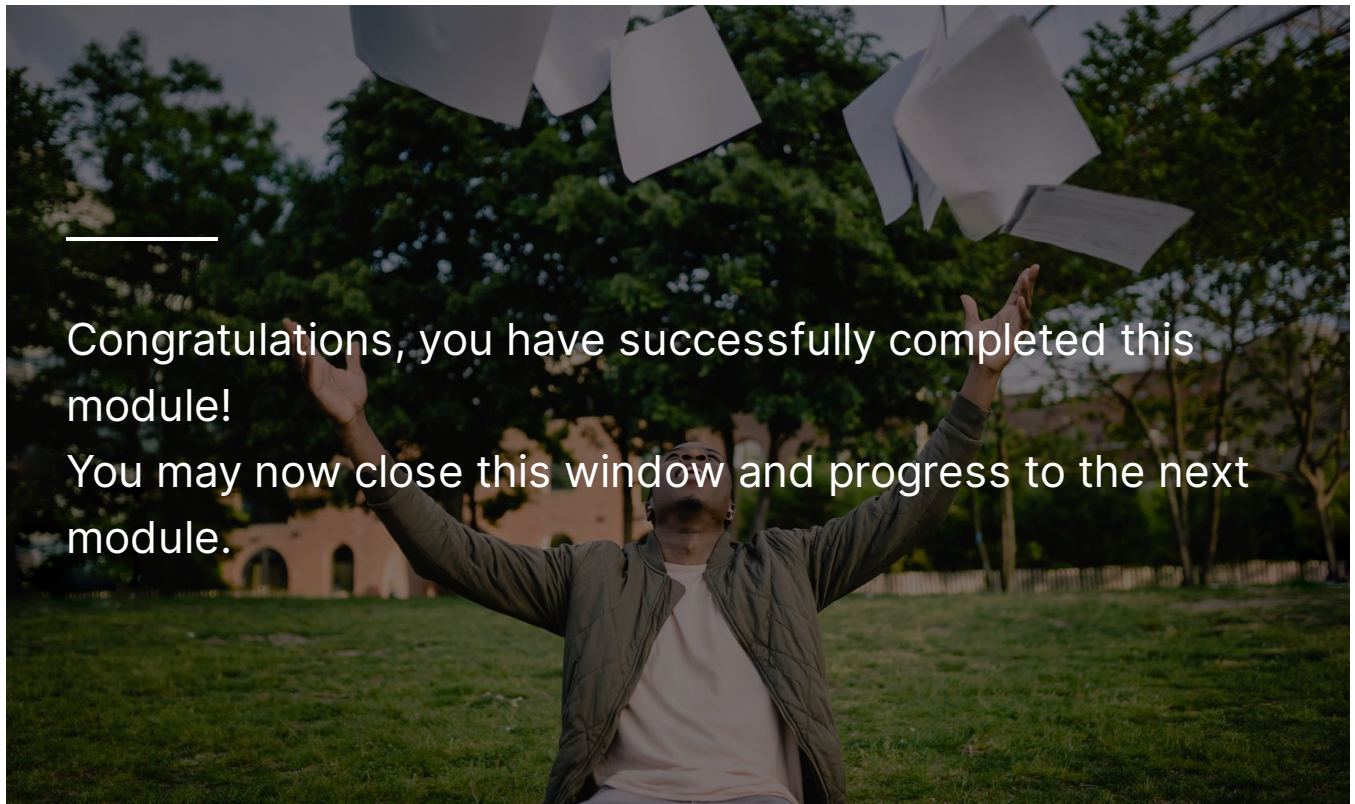
Who do you think your manager is more likely to promote: someone who lies, slacks off, or breaks the law—or someone who tells the truth, demonstrates a

strong work ethic, and follows the rules? The answer is obvious.



Complete the content above before moving on.

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