

# Integrating Ethical Thinking

How to work out the direction of initiatives between stakeholders

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# Who Wants to Do The Wrong Thing??





# Why are we accused of this??

- Co-Workers
- Other gov't agencies
- Non-Profits
- Private companies
- Your vendors
- Citizen legislators
- Property Owners
- Affected residents

# What is the Prime Directive?



# Starfleet General Order #1

Starfleet prohibits its members from interfering with the natural development of alien civilizations.



# Starfleet General Order #1

“No identification of self or mission. No interference with the social development of said planet. No references to space or the fact that there are other worlds or civilizations.”

-*Bread and Circuses* episode from original series



They keep forgetting the prime directive!!

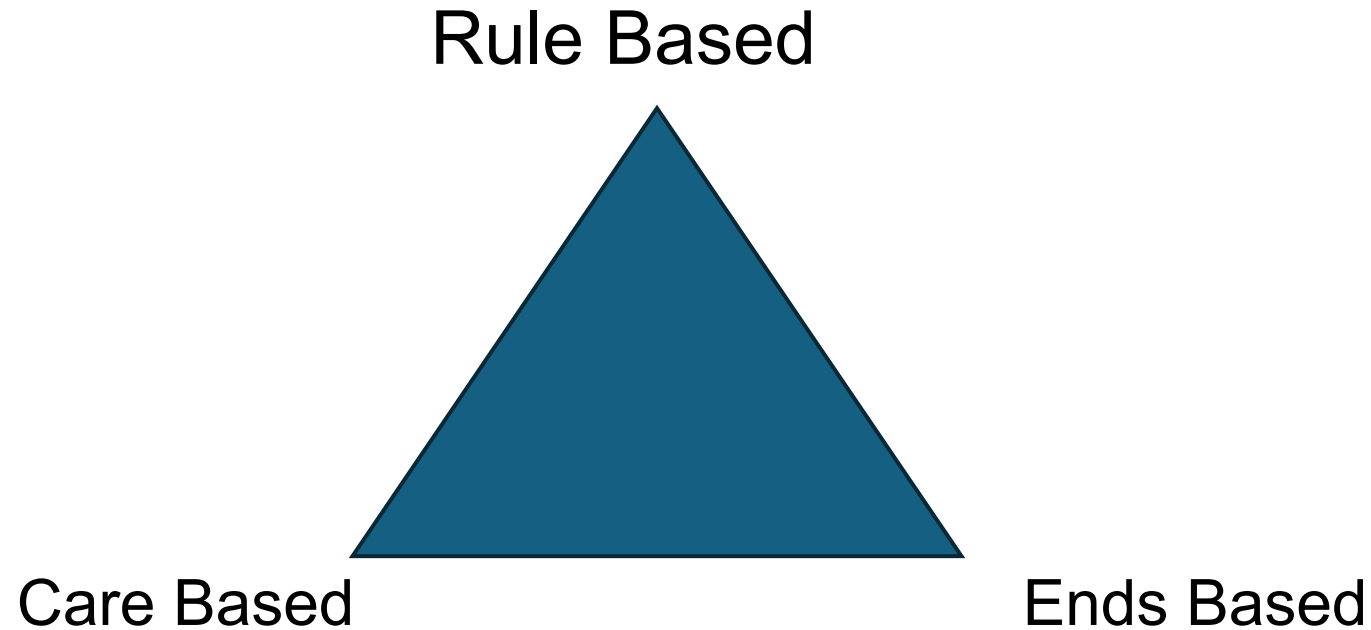




Our prime directive will almost always require us to take action

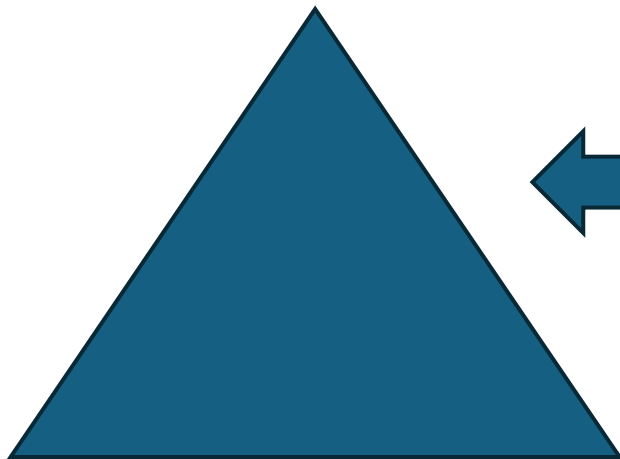


How do we define our prime directive and how to we navigate our different ethical paradigms?



# How do we define our prime directive and how to we navigate our different ethical paradigms?

Rule Based



Care Based



Ends Based

Prime Directive –  
Our End Goal



# Three Ethical Paradigms



## Rule Based:

Everyone adheres to the policy or the law; or no one has to follow it



## Ends Based:

The greatest good for the greatest number

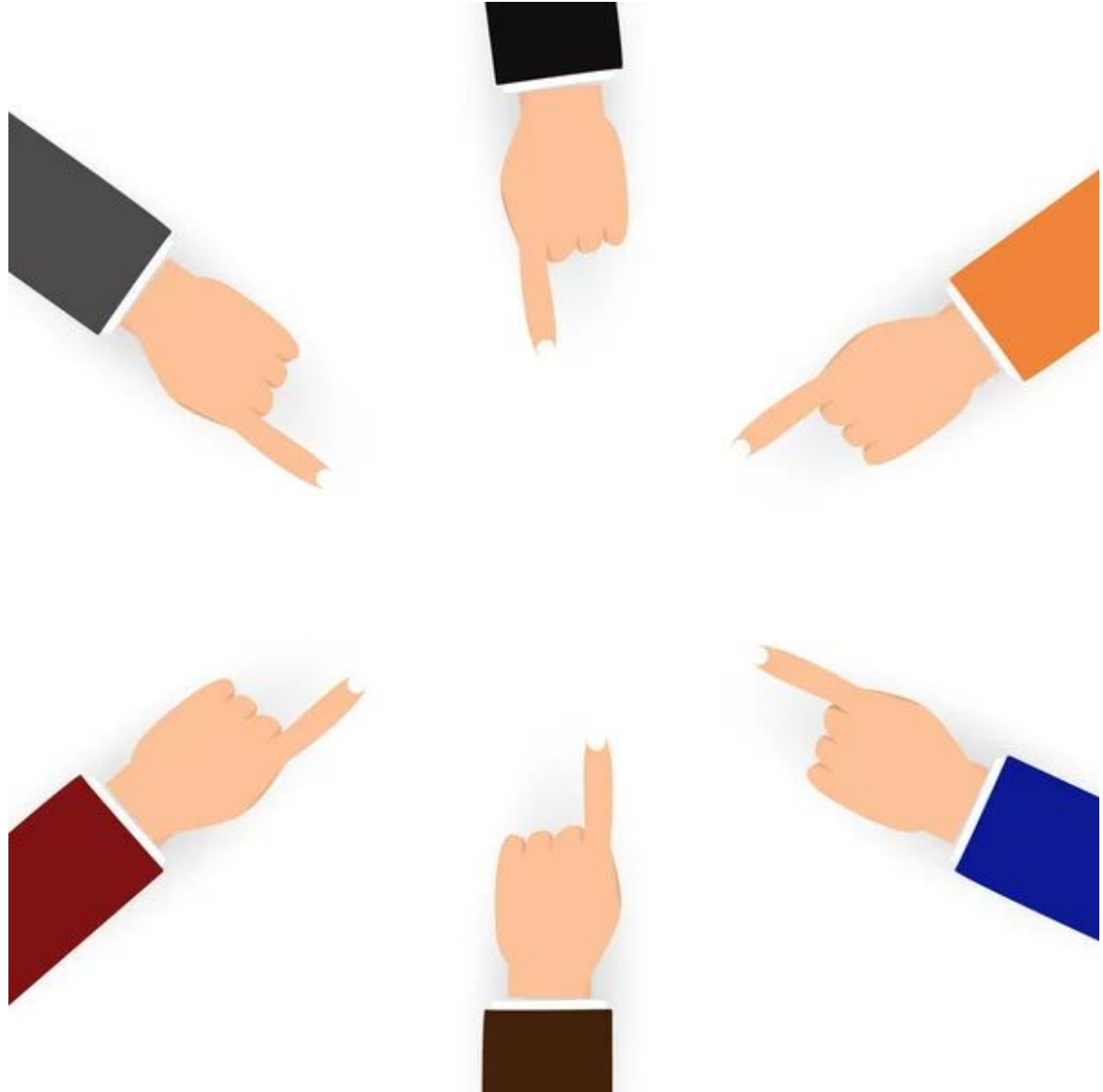
The ends justify the means



## Care Based:

Treat others as you wish to be treated

When we  
don't know  
what's  
going on.....



# How do we get there?

- Assume good intent.
- Has the decision-maker defined the prime directive?
- Have we identified our interests and those of others?
- Do we have alignment; or at least understanding of each party's ethical approach to problem solving?
- Do we understand one another's ethical paradigm?
- Do we have an agreement about who makes the decision in the end?