

Ethical Influence

What Would
Mr. Rogers
Do?

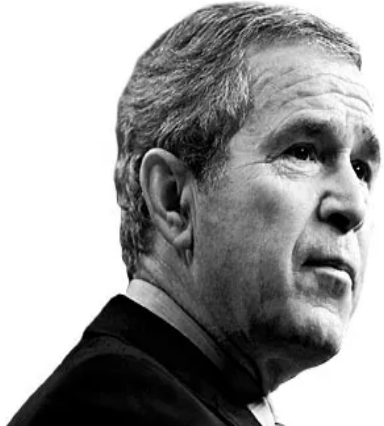
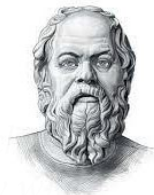
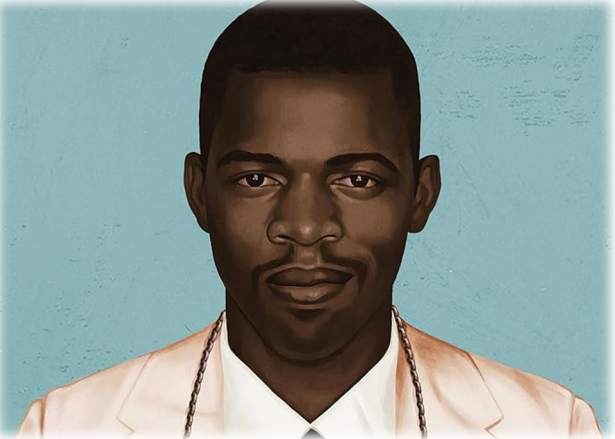
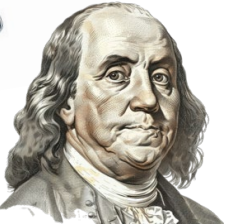


Mr. Rogers

1. Always in the moment...
and he made those moments unforgettable
2. Composed and Kind
3. Courageous in dealing with difficult issues
4. Allowed for mistakes
5. Inclusive and celebrated differences

“You've made this day a special day, by just your being you.”





What do we want the men and women who work with us to say when we are no longer there? That we were more driven to succeed than anyone around us? Or that we stopped to ask if a sick child had gotten better, and stayed a moment there to trade a word of friendship?

Well, dad — we're going to remember you for exactly that and so much more.

- George W. Bush



What forms beliefs about
right and wrong?



"What does
ethics mean
to you?"

RAYMOND BAUMHART AN HONEST PROFIT
1968

50%

"Ethics has to do with what my **feelings** tell me is right or wrong."

"...in accord with my **religious beliefs**."

"Being ethical is doing what the **law** requires."

"Ethics consists of the standards of behavior our **society accepts**."

"I find defining "ethical" very hard."

FEELINGS

"You shake hands.
That's what you do.
That's sportsmanship.
...It's not fun, but
that's part of life."

Kenny Dillingham





RELIGION

Hard Work



Help People



Handshake



Have Fun

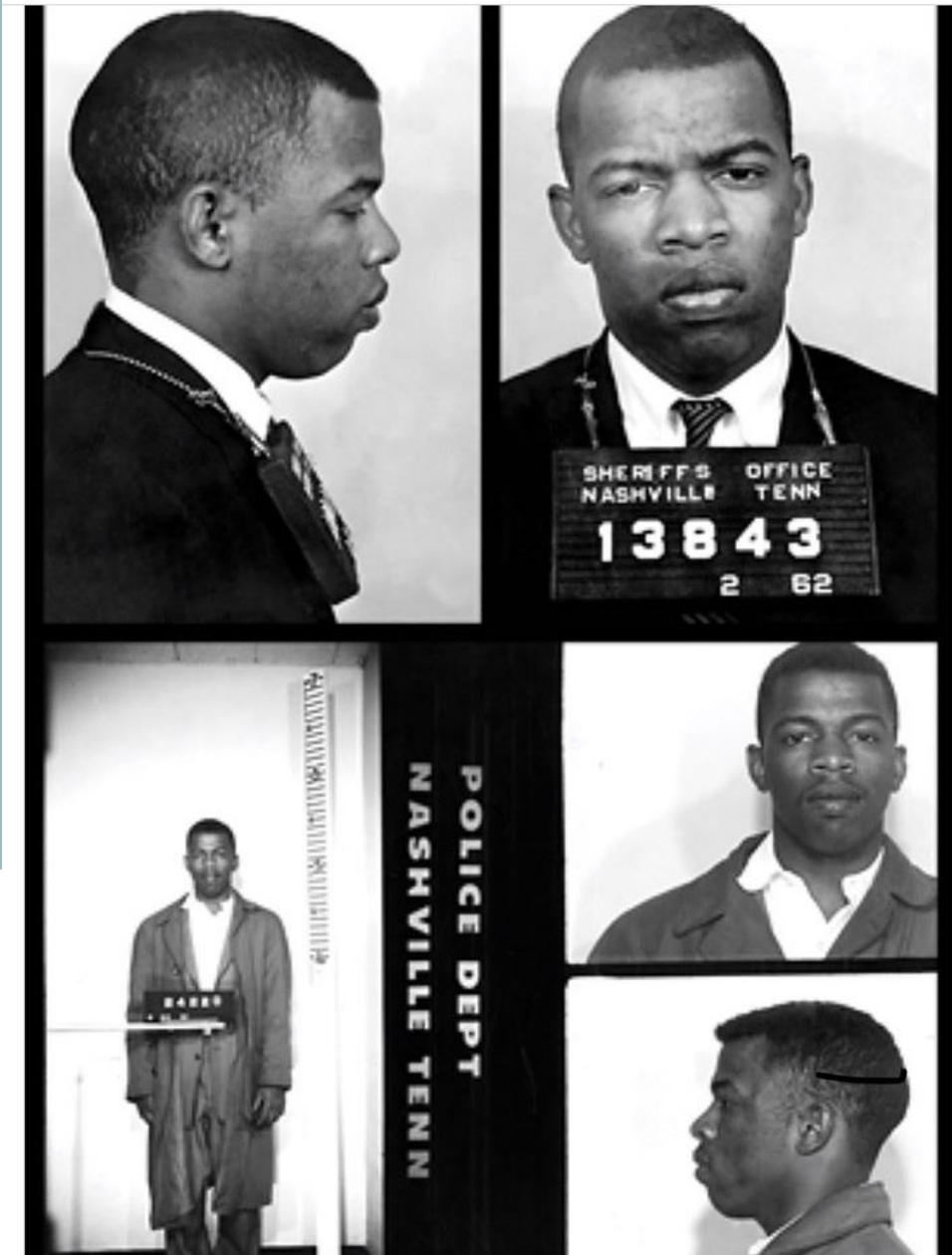
Family



SOCIAL NORMS

The belief in a superior race and inferiority of other races.

Kroll Opera House – March 1938
The Anschluss – Annexation of Austria



“Never, ever be afraid to
make some noise and get
in good trouble,
necessary trouble.”

John Lewis

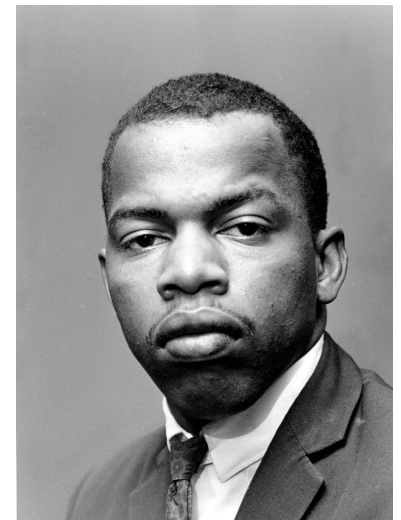
LAW

JOHN LEWIS

“America is a **constant work in progress**. What gives each new generation purpose is to take up the unfinished work of the last and carry it further — to speak out for what’s right, to challenge an unjust status quo, and to imagine a better world.

He believed that in all of us, there exists the capacity for great **courage**, a longing to do what’s right, a willingness to love all people, and to extend to them their God-given rights to dignity and respect.

Barack Obama







CLOWNS OF AMERICA INTERNATIONAL

CODE OF ETHICS – 8 CLOWN COMMANDMENTS



I will keep my acts, performance and behavior in good taste while I am in costume and makeup.

I will neither drink **alcoholic** beverages nor smoke while in makeup or clown costume. Also, I will not drink **alcoholic** beverages prior to any clown appearances.

I will remove my makeup and change into my street clothes as soon as possible following my appearance, **so that I cannot be associated with any incident** that may be detrimental to the good name of clowning.

STATE OF TENNESSEE – CODE OF CONDUCT



The consumption of illegal drugs or narcotics or the abuse of any drug or narcotic is strictly prohibited at all times. Use of **alcoholic** beverages or being under the influence of **alcohol** while on duty or immediately prior to reporting for duty is strictly prohibited.



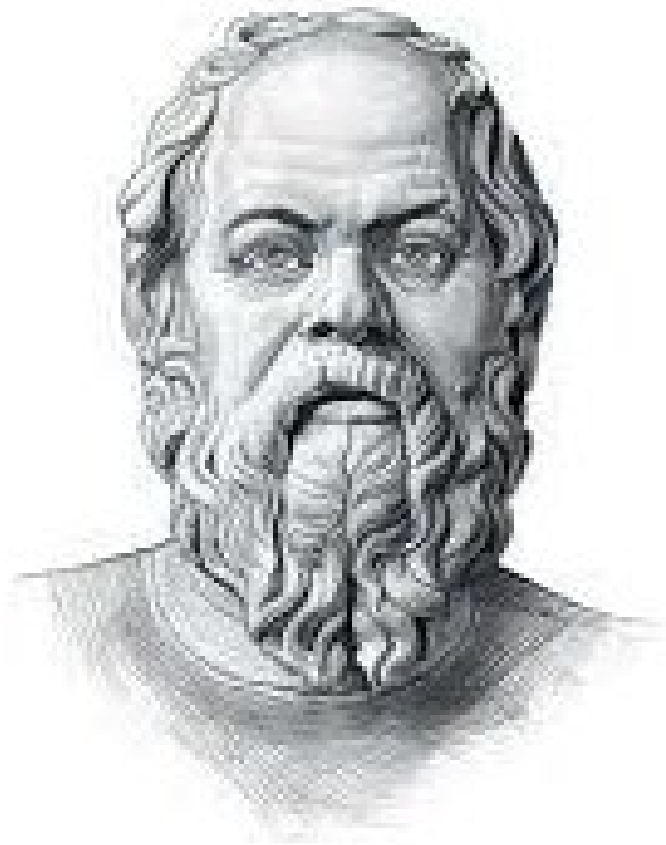
STATE ETHICS TRAINING

Tom is an official in the executive branch. After ordering lunch at a downtown sandwich shop, he realizes his wallet is on his desk. Bill, a lobbyist, is next in line. Since they're daily sandwich shop regulars, Bill graciously pays for Tom's \$9.58 lunch. At the time, neither Tom nor Bill knows each other's profession. After enjoying his sandwich, Tom tells a co-worker what had happened to him at lunch and how nice Bill was for paying for his lunch. The co-worker knows Bill and tells Tom that Bill is a lobbyist. What should Tom do?

- a. Not tell anyone else
- b. Reimburse Bill \$9.58
- c. It's not an ethical violation

A meaningful life grows from reflection, inquiry,
humility, and the pursuit of virtue.

- Socrates



How attached are you to
those beliefs?



Unethical Influence

What Would
Heisenberg
Do?







HEAR THAT SOUND,
MUSIC CITY?
Enjoy the same great
prices, no matter
how you shop.
Kroger
Pickup
Delivery
Online

Happy
Nashville
eMiller

NISSAN

Welcome to
Bridgestone Arena

NISSAN

PATHFINDER

The game may be over,
but the thrills never end.

NISSAN

☺Hiller
Plumbing • Heating • Cooling • Electrical

...Call the Happy
Face Truck Today

NISSAN

3

2



turn

only we could drive you
our seats.

NISSAN

Corruption Impaired

Opportunistic

Gifted





Compliance Framework

Conscience

Family
Social Norms

Consequences

Code of Conduct
Law

Controls

Security
Barriers





ALL 1000 ADMITTANCE TICKETS

Corruption Impaired

Opportunistic

Gifted

Conscience

Consequences

Controls



Why do People do Bad things?

Need/Pressure

Lack of Self Awareness

Beer

Assholes (SCARF Model)

Hardware and Software

Hangry

Avoid Consequences

Fun

Asch conformity experiments (1950s): This study showed that people would abandon their own correct judgment to conform with a **group**'s incorrect answer.

Milgram obedience experiments (1960s): This shocking study revealed how readily individuals will obey an **authority figure**, even when commanded to perform acts that violate their personal conscience.

DAVE SEERA

Rhea County High School

“Cheating is
wrong,
even if you don’t
get caught.”





Everyone has a plan 'till they
get punched in the mouth.

Mike Tyson



Unethical Amnesia

How to reconcile unethical
behavior and maintain a
moral self-concept





I am a good person



Sometimes, good people make bad decisions

Bad decisions usually have consequences



Fear of consequences conjures defense

rationalization and/or **lies**



Because we value a positive moral self-image, we tend to
“sanitize” behavior and forget unethical actions

I believe I am a good person



Memories of Unethical Actions Become Obfuscated Over Time

Maryam Kouchaki & Francesca Gino

Proceedings of the National Academy of Sciences

People experience what we refer to as “unethical amnesia”: **Their memory of their past unethical behavior becomes less clear, less detailed, and less vivid over time than their memory of their ethical actions.**

Because people value morality and want to maintain a positive moral self-image but often act dishonestly when facing the temptation to behave unethically, they are motivated to forget the details of their actions so that they can keep thinking of themselves as honest individuals. In addition, their memories of such actions become **fuzzier** over time.

Neutralization (Drift) Theory

Matza & Sykes

Individuals employ specific techniques to neutralize feelings of guilt and justify their deviant behavior. These techniques allow them to temporarily set aside their moral obligations and engage in actions that violate societal norms.

Techniques are not a permanent rejection of moral values (Temporary Suspension allowing them to “drift” between conventional and deviant behavior).

Neutralizing guilt and responsibility allows them to maintain a positive self-image and avoid feelings of shame.

Key Techniques of Neutralization:

Denial of Responsibility

Denial of Injury

Denial of the Victim

Condemnation of the

Condemners

Appeal to Higher Loyalties

Ex-Columbus Zoo exec, dubbed 'most egregious' offender in \$2.3 million theft, sentenced

Columbus Dispatch, October 29, 2024

Known as "The Ticketmaster," **Peter Fingerhut** set up VIP ticket contracts at sports and entertainment venues and took lavish trips under the guise of entertaining zoo donors.

Fingerhut bypassed scrutiny by using the zoo's advertising agency to maintain the contracts.

The zoo's philanthropy department was unaware of the contracts. And entertaining donors at such venues was not part of their fundraising strategies.

- 2015 river cruise to Hungary, Austria and Germany, valued at \$8,525 per person
- 2016 nine-day trip to Auckland and Queenstown, New Zealand, valued at \$12,735 per person
- 2017 trip to the Galapagos Islands, valued at \$13,000 per person
- In 2019, nine-day trip to Switzerland and Italy, valued at \$12,000 per person.



- "the most egregious, obnoxious and cavalier of all of the defendants."
- "gluttonous spending spree on the backs of zoo donors, taxpayers and customers."
- "When given the opportunity to come clean about his conduct, he chose to lie to investigators and continue to cover up his crime."

Fingerhut (66), wept openly as he told the Judge, "I make no excuses for the crimes I have committed."

"What I know for sure is that I will continue to do the right thing and day by day show the community I am more than the facts of this case."



"EVERYONE THINKS THEY'RE ON THE SIDE OF GOOD"

As suggested by Simon Sinek, by starting with the basic knowledge that everyone thinks they're on the side of good, even if misdirected, our interactions become vastly different. We move from judgment to a place of potential understanding and effective engagement.

"People are Flawed, not corrupt."
- George Thompson



BAD MEN DO WHAT GOOD MEN DREAM

ROBERT I. SIMON

The basic difference between what are socially considered to be bad and good people **is not one of kind, but one of degree**, and of the ability of the bad to translate dark impulses into dark actions.

Most people who are considered “good” live their lives along a broad **spectrum** between these extremes.



The Goodness Spectrum

FINAL THOUGHTS.....

When conditions are good for doing the bad thing –
can you refrain from doing the bad thing?

If conditions are bad for doing the good thing –
can you do the good thing anyway?

We stand at the crossroads, each minute, each hour, each day, making choices. We choose the thoughts we allow ourselves to think, the passions we allow ourselves to feel, and the actions we allow ourselves to perform.

Each choice is made in the context of whatever value system we have selected to govern our lives. In selecting that value system, we are, in a very real way, making the most important choice we will ever make.



The Art of Virtue

Be good



Tommy R. Sneed, Jr.
Chief Compliance Officer &
Director of Special Investigations
Tennessee Department of Revenue



TM

tommy.sneed@tn.gov

Mr. Fred Rogers

Senate Statement on PBS Funding

delivered May 1, 1969

Mr. Rogers: This has to do with that good feeling of control which I feel that children need to know is there.

What do you do with the mad that you feel? When you feel so mad you could bite. When the whole wide world seems oh so wrong, and nothing you do seems very right. What do you do? Do you punch a bag? Do you pound some clay or some dough? Do you round up friends for a game of tag or see how fast you go? **It's great to be able to stop when you've planned a thing that's wrong.** And be able to do something else instead, and think this song –

'I can stop when I want to. Can stop when I wish. Can stop, stop, stop anytime....And what a good feeling to feel like this!

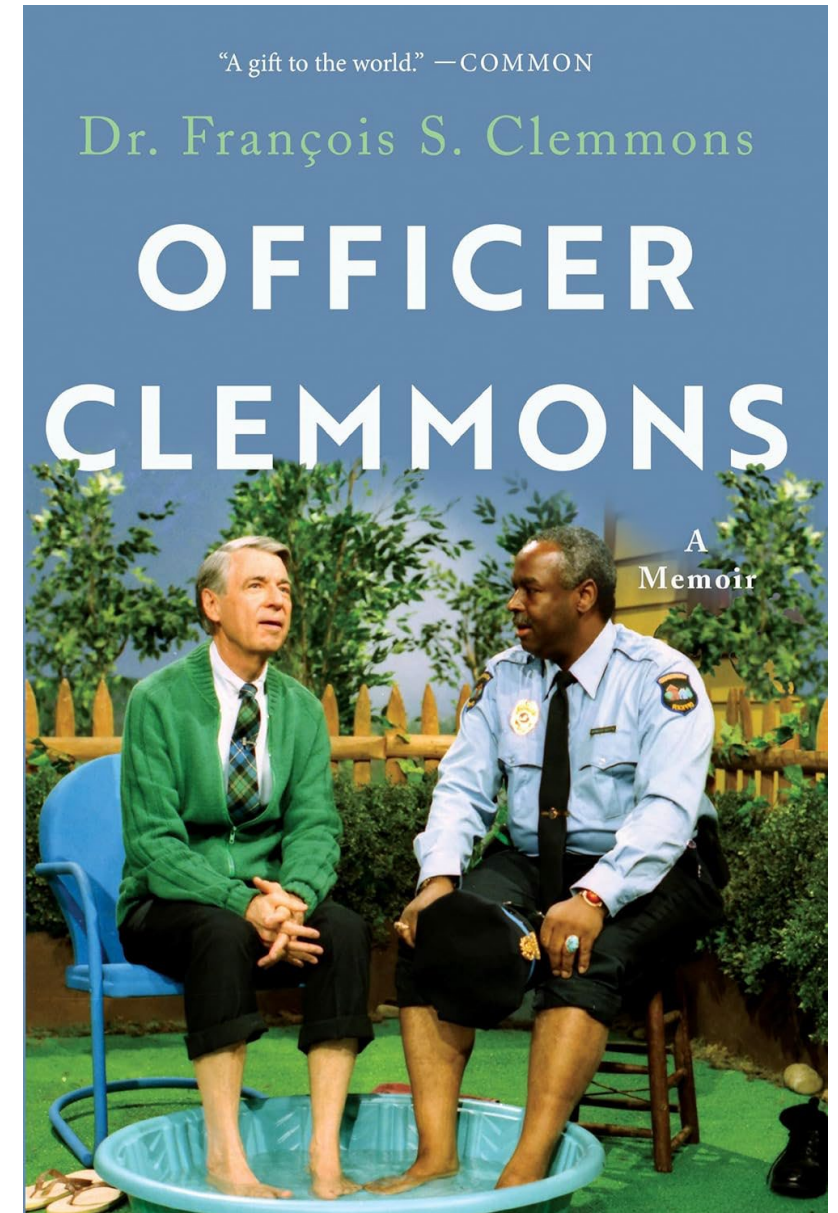
Senator Pastore: I think it's wonderful. I think it's wonderful. Looks like you just earned the 20 million dollars.



WHAT WOULD MR. ROGERS DO?

In *Officer Clemmons*, he recounts an encounter with a racist conductor who demanded he get off "my stage" while his *Neighborhood* co-stars prepared for a show at the Cincinnati Symphony Orchestra. Emotionally distraught, Clemmons explained the situation to Rogers, who provided the kind of protective safety and comfort Clemmons could count on.

In his book, Clemmons recalls Rogers confronting the conductor, speaking "**calmly but with intent.**" He writes that Rogers said, "In our neighborhood, we don't talk like that, and especially to one of our neighbors." An apology was demanded. If one could not be given, he told the conductor there would be no show.

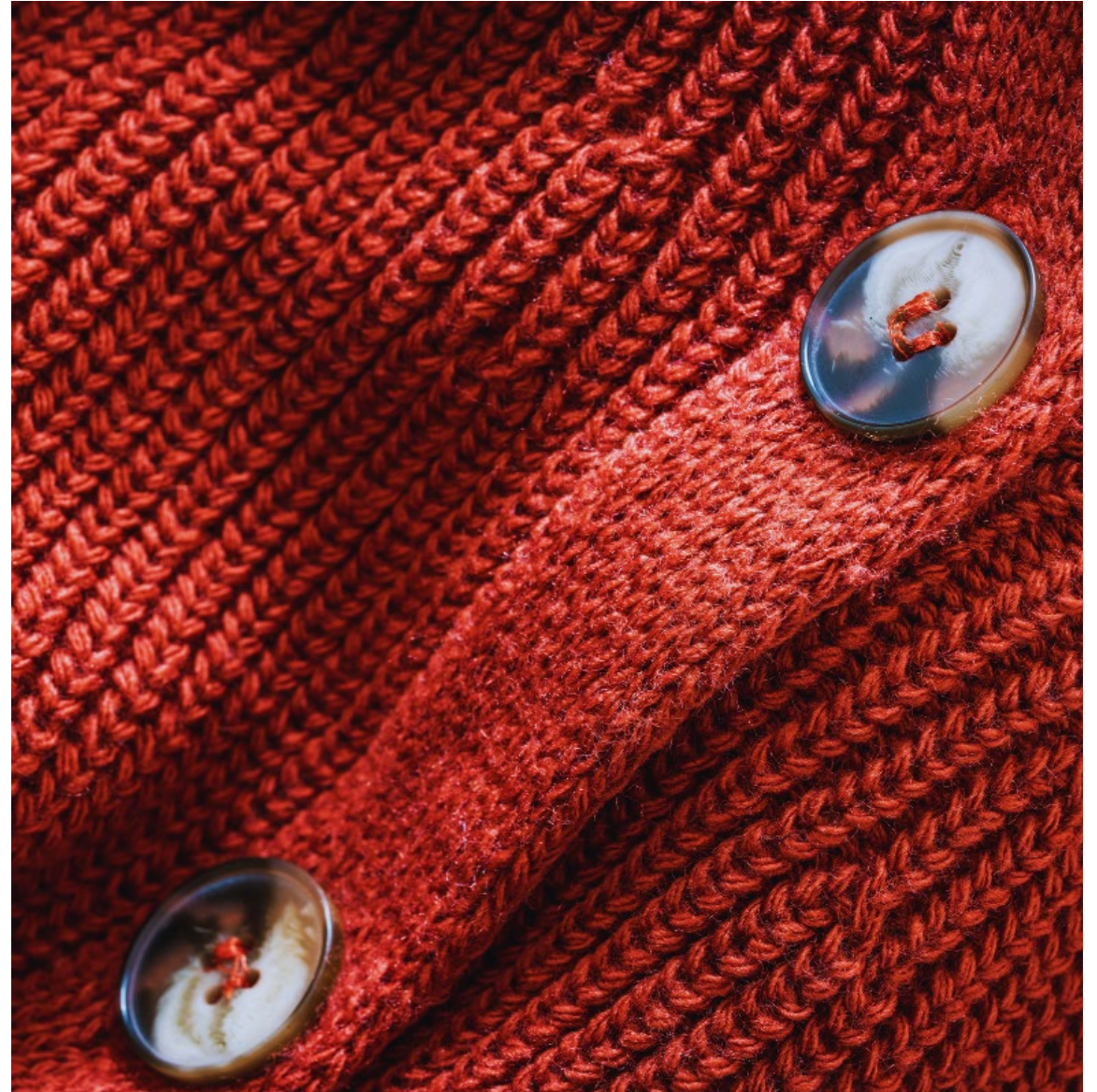


Mr. Rogers, **Ella Jenkins**, and cast member Chuck Aber sang a song that goes, “Head and shoulder, baby / one, two, three / knees and ankles.”

Mister Rogers got all mixed up and, laughing hysterically, touched head and shoulder while the other were on knees and toes.

The producer figured she’d be asked to cut the scene. But Fred Rogers said, “No, we’re going to keep it.

“I want children to know that it’s hard to learn something new, and that grown-ups make mistakes.”





In April 1967, the managers of WGBH in Boston organized a meet-the-host event and invited young viewers to come to the station with their parents. Mister Rogers had aired regionally for only a year. They were prepared for a crowd of five hundred people. Five thousand showed up. Rogers insisted on kneeling to talk with each child, **To Fred Rogers, every child required special attention, because every child needed assurance that he or she was someone who mattered.**

“Imagine what our
real neighborhoods
would be like if each
of us offered, as a
matter of course, just
one kind word to
another person.”

— Mr. Rogers



LOOK FOR THE HELPERS

“When I was a boy and I would see scary things in the news, my mother would say to me, “Look for the helpers. You will always find people who are helping.”

