

# Ethical Influence

What Would  
**Mr. Rogers**  
Do?



Are you a **Good Witch** or  
a **Bad Witch**?

Most people do not realistically see themselves!





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



What forms beliefs about  
right and wrong?





How attached are you to  
those beliefs?



# Unethical Influence

What Would  
**Heisenberg**  
Do?











Corruption Impaired

Opportunistic

Gifted









**Speedway Soccer** 🐾

@SpeedwaySoc

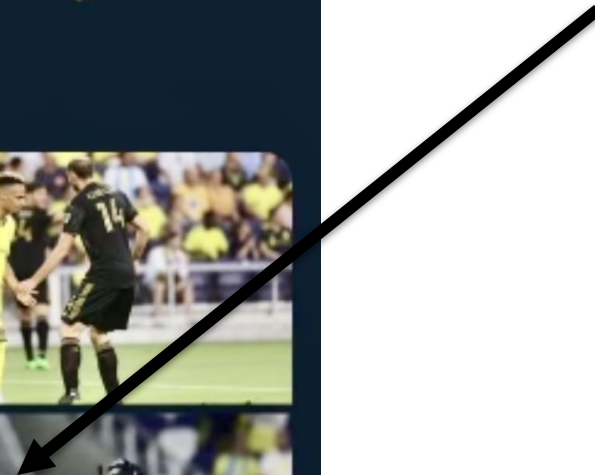
The stars were on display in Music City. #EveryoneN  #LAFC 

: @CGSportsPhotos



10:49 PM · 7/17/22 · [Twitter Web App](#)

Gifted





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Compliance Framework

Conscience

Consequences

Controls

At a Bar?



At Work?





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

Mary is a director of a Tennessee Department of Transportation program. Jim, her husband, works for a company that is an employer of a lobbyist, Bob. At Thanksgiving the company customarily provides frozen turkeys to all its employees, Bob delivers the turkeys to the employees. May Jim accept the turkey?

- a.No, because his company is an employer of a lobbyist.
- b.No, because the turkey was delivered by a lobbyist.
- c.Yes, because it a customary gift from the company to its employees.
- d.Yes, because the turkey is a gift to Jim not Mary.

# STATE ETHICS TRAINING

If you saw two guys named Hambone and Flippy, which one would you think liked dolphins most? I'd say Flippy, wouldn't you? You'd be wrong though. It's Hambone. – Deep Thoughts by Jack Handey



# Concepts used Interchangeably to reflect a **Conscience** obligated to do the right thing

Principles — Virtues — Values — Morals — **Ethics** — Policy — Rules — Laws

## Consequences?

Guilt/Shame

Regret

Rejection

Gestures of  
Disappointment

Revocation of  
Membership  
Rights  
Privileges

Disbarrement

Civil Sanctions

Criminal  
Sanctions



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."

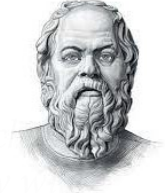
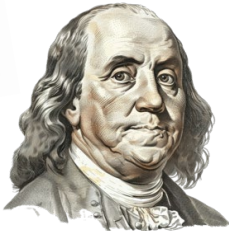
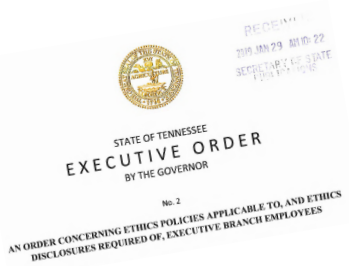
"Ethics consists of the standards of behavior our **society accepts**."

"I find defining “ethical” very hard."



### State of Tennessee - Code of Conduct

**Policy:**  
Employees of the State of Tennessee are expected to act in a manner that will enhance the name, service and general impression of the State in the eyes of the general public. This Code of Conduct provides general rules of conduct based on fundamental ethical principles.





# FEELINGS

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

Kenny Dillingham





I'll never tell a lie. I'll never make a misleading statement. I'll never betray the confidence that any of you had in me. And I'll never avoid a controversial issue.

Jimmy Carter

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## RELIGION



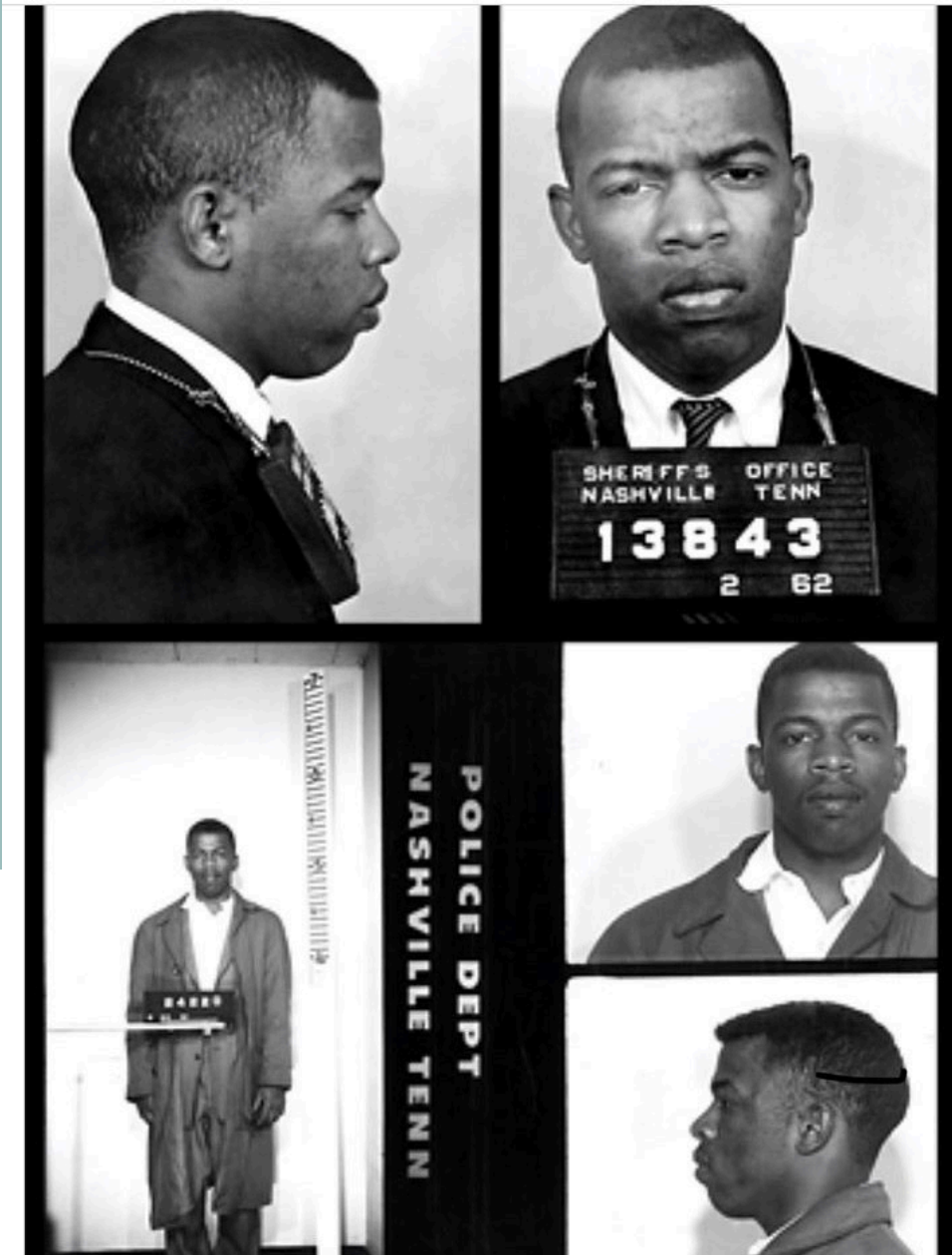
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## NPR - FORMER PRESIDENT JIMMY CARTER:THE 'FRESH AIR' INTERVIEWS WITH TERRY GROSS

GROSS:When you were president, did you ever find that your political position and your religious views ever came into conflict?

J CARTER: Yes. There was one issue in particular that was a very serious problem for me, and that was abortion. I have never believed that Jesus Christ, whom I worship, would approve abortions, unless the mother's health or life was threatened or perhaps if the pregnancy was from rape or incest. This is hard for me to accept. And at the same time, **I was sworn by oath to uphold the laws and Constitution of the United States as interpreted by the Supreme Court, and the Supreme Court had ruled that abortions in the first semester of pregnancy were completely acceptable.**

**So, I tried to do everything I could within the bounds of the law to minimize and discourage abortions.** One of the easily understood principles is that two-thirds of the women who have abortions claim that the reason is that they cannot financially support another child. So, I developed what's known as a Women, Infant, Children's program - WIC program - to give special benefits to pregnant women and infant children. Also, I promoted the proposition that adoption should be easier, and I tried to promulgate training in high school on ways to avoid unwanted pregnancy. But I had to uphold the law, so that particular one was troublesome for me.



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

John Lewis

LAW

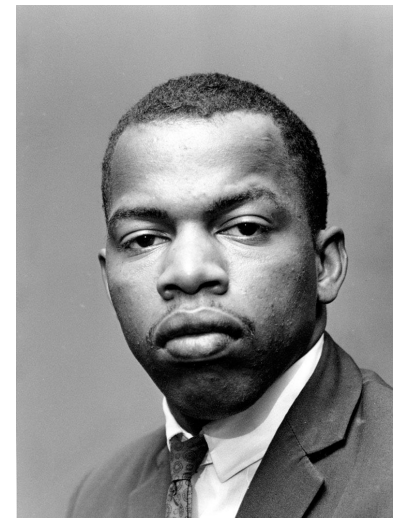


# JOHN LEWIS

“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







# SOCIAL NORMS

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

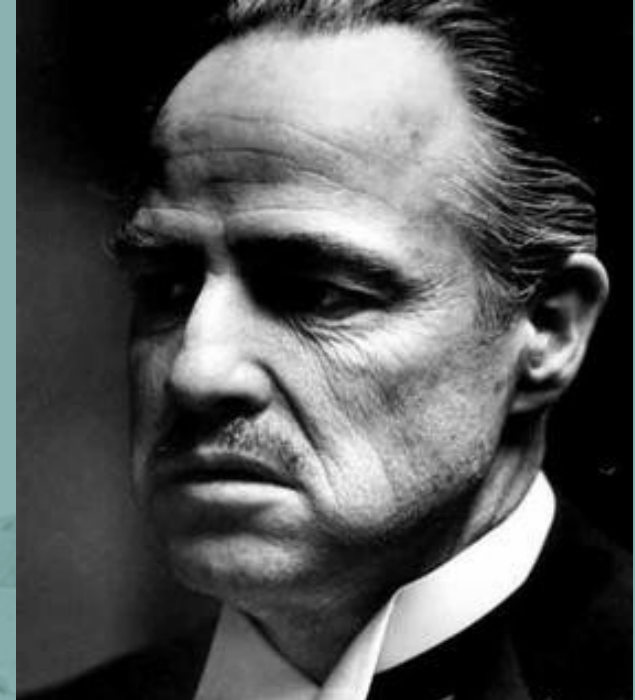
Kroll Opera House – March 1938  
The Anschluss – Annexation of Austria



# FAMILY

"I don't have friends,  
I got family."

Dominic Toretto





# PROFESSIONAL ETHICS

Code of Conduct  
encouraged the rejection of  
others based on physical  
differences and non-  
conformities

Leaders intentionally failed  
to intervene or speak out  
against discrimination and  
bullying

How attached are you to  
those beliefs?

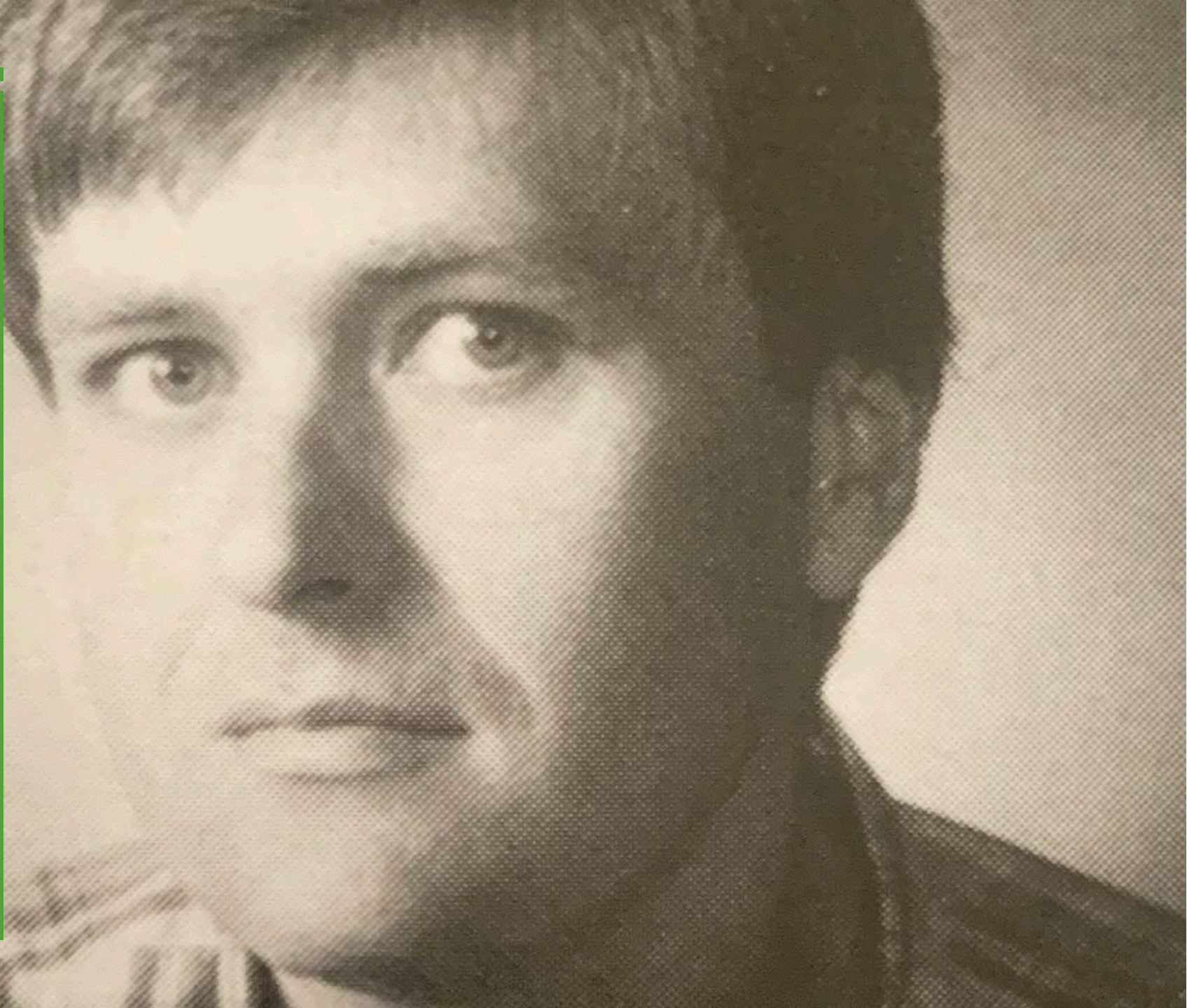




DAVE SEERA

Rhea County High School

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







# Why do People do Bad things?

Need/Pressure

Lack of Self Awareness

Beer

Assholes (SCARF Model)

Hardware and Software

Hangry

Avoid Consequences

Fun



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

Mike Tyson



# BAD MEN DO WHAT GOOD MEN DREAM

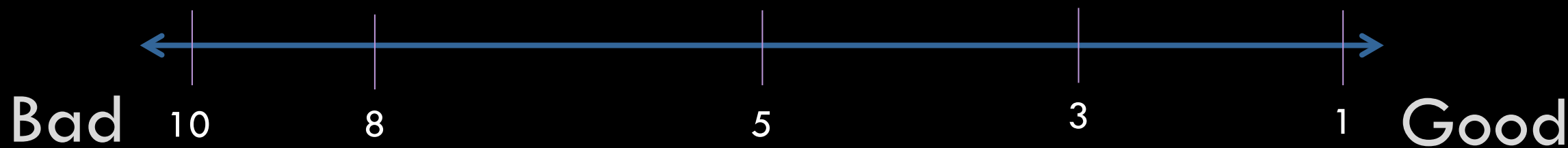
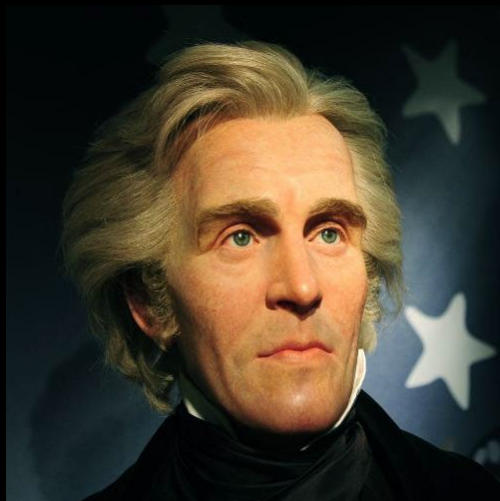
ROBERT I. SIMON

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.



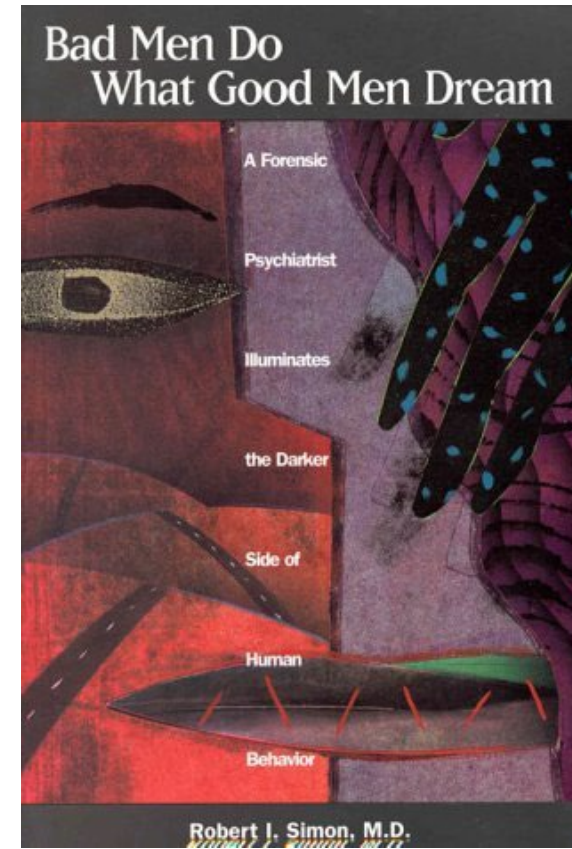




# ROBERT I. SIMON

The true measure of a person's integrity is tested by what he or she would do or not do if there were no possibility of getting caught or punished.

At the extremes, we come full circle when we realize that both truly good men and truly bad men are indifferent to external constraints.



**both truly good men and truly bad men are indifferent to external constraints.**



## Compliance Framework

Corruption  
Impaired

Opportunistic ←

Gifted



Conscience

Consequences

Controls

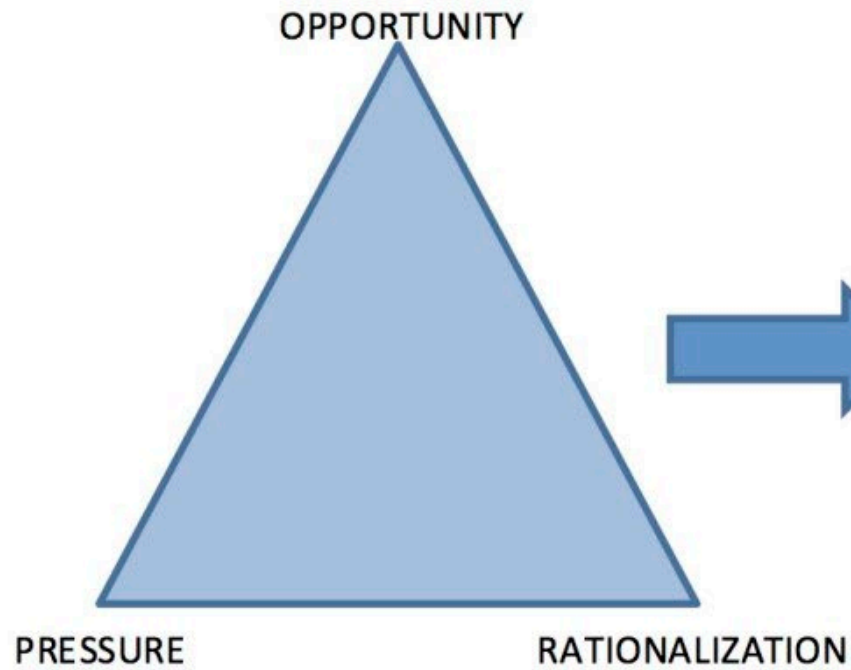
# Unethical Amnesia

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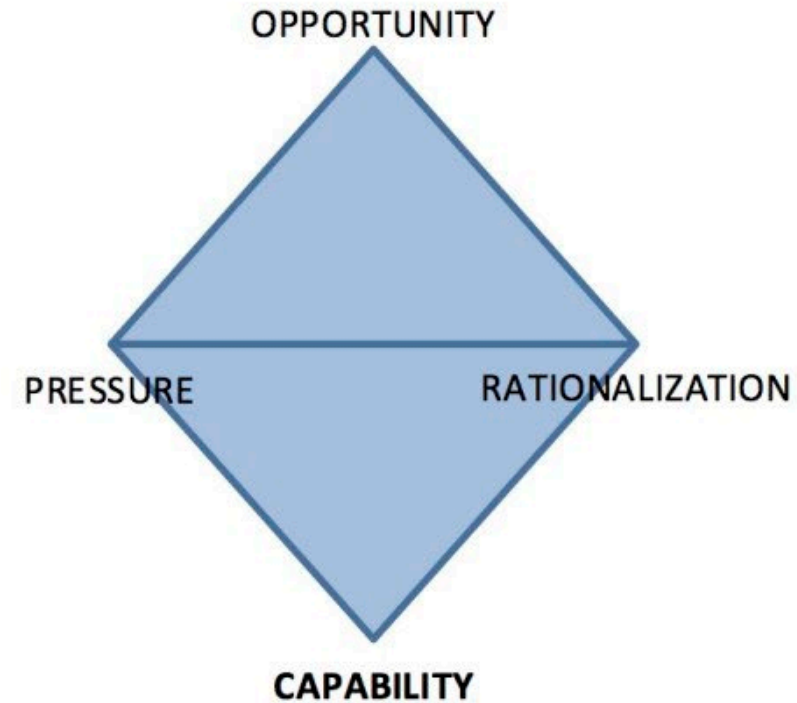
How to reconcile unethical  
behavior and maintain a  
moral self-concept







Cressey (1953)



Wolfe & Hermanson (2004)

Source: ACFE

**Capability** consists of Personal traits that enable a motivated person to **bypass Controls**, as well as to mask and live with the act during and afterwards.

**Capability** includes role, brains, ego, coercion skills, **effective lying**, and immunity to stress.

# 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





foxcarolinanews  
Suggested for you

Follow



# CHARGED

DEPUTIES SAID A RETIRED ANDERSON COUNTY DEPUTY AND CURRENT SCHOOL BOARD MEMBER HAS BEEN CHARGED WITH CHILD SEX CRIMES.

♡ 421    💬 91    ↻ 9    📌 151

foxcarolinanews Officials said man was not related to the child but knew them through a church mentorship program. Details linked in bio.

3 days ago



Is it ever OK to Lie?

“prosocial lies”

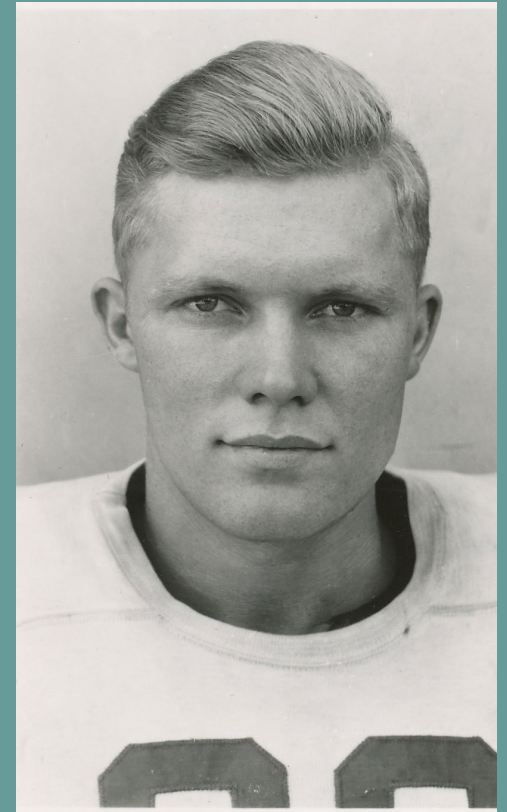
falsehoods told for  
someone else’s benefit,  
as opposed to  
“**antisocial lies**”  
that are told strictly for  
your own personal gain.

# SPERRY SCORES THE WINNING TOUCHDOWN

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"That was fun, I didn't  
know if I could run."

Brian Sperry (89)





## 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?

True moral character goes beyond just following  
prevailing norms; it requires self-assessment and a  
**pursuit** of right, even when wrong is widely accepted.

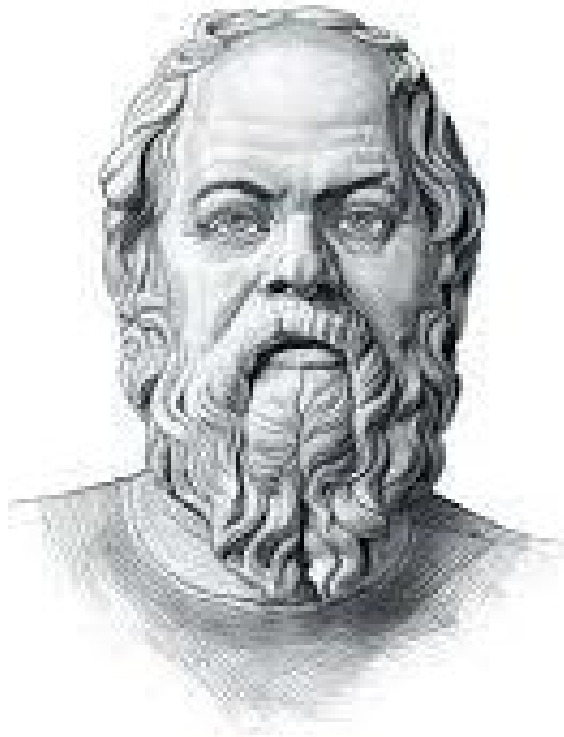
We stand at the crossroads, each minute, each hour, each day, making choices. We choose the thoughts we allow ourselves to think, the passions we allow ourselves to feel, and the actions we allow ourselves to perform. Each choice is made in the context of whatever value system we have selected to govern 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



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

- Socrates







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



**[tommy.sneed@tn.gov](mailto: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!

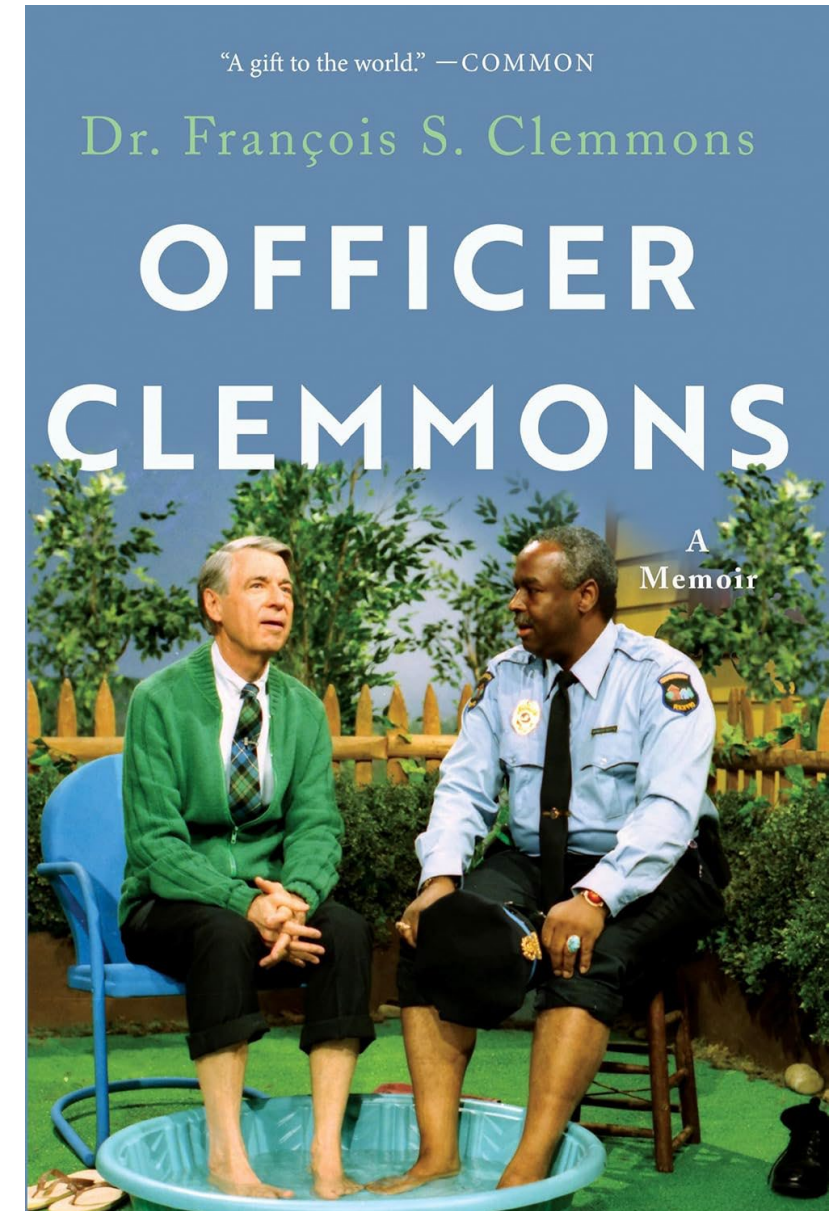
**Senator Pastore:** I think it's wonderful. I think it's wonderful. Looks like you just earned the 20 million dollars.



# 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.





# WHAT WOULD HEISENBERG DO?

I am the man that I am son, and  
there's plenty I would change  
about that;  
but here we are.

Walter White

