

Make ethics

Your Competitive Advantage

Ethics creates trust.
Trust builds loyalty.
Loyalty inspires passion.
Passion drives productivity.

The Role Of Trust

In times of uncertainty, an ethics-based culture of trust is essential for business to prosper

Employees say what they want most from a job is **a boss they can trust**

In the U.S., employee disengagement costs \$550 billion a year

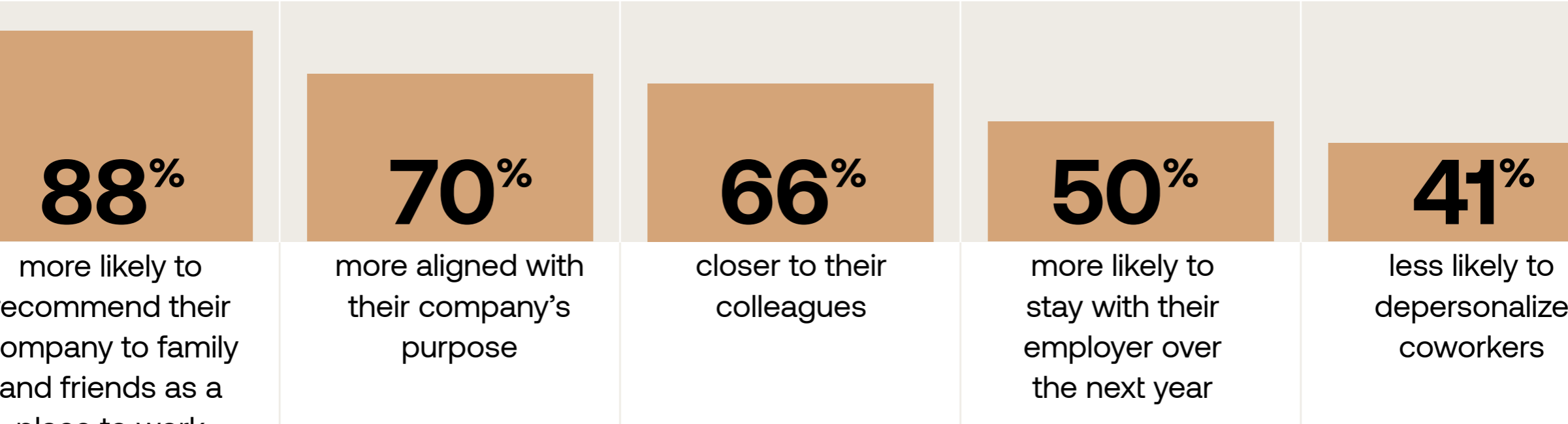
58% of employees report they would trust a stranger more than their own boss

58%

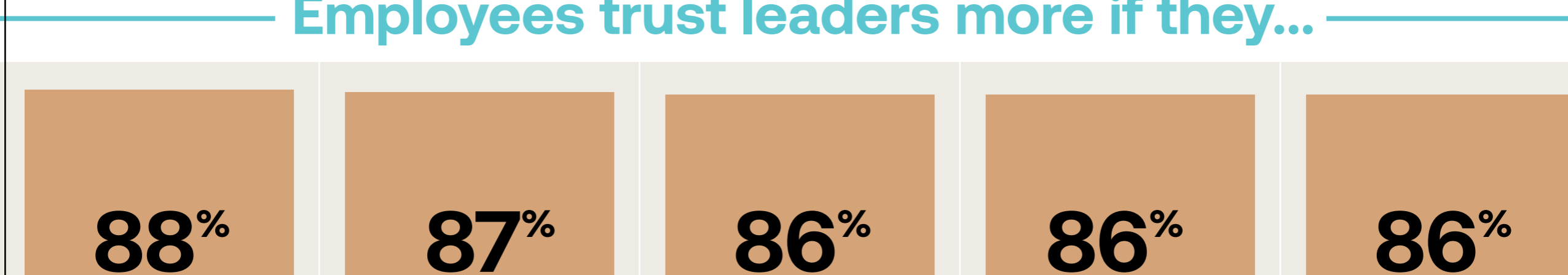
as much as 34% of an employee's salary is lost through disengagement

Employees working for high-trust companies report*

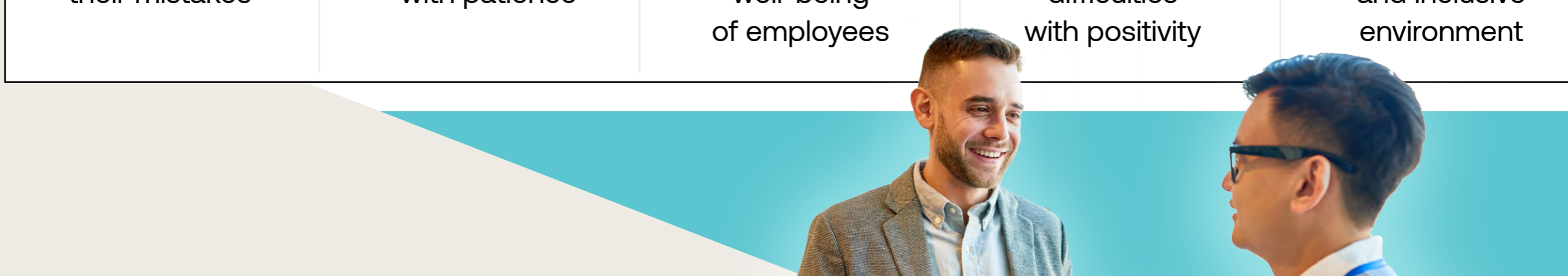
*ranked in the top 25%



Trusted employees are...



Employees trust leaders more if they...



A covenantal corporation with a noble cause and values makes money with meaning.



What Does A Culture Of Ethics Look Like?

Leaders demonstrate

- Communication**
Exchange information frequently as changes occur and by soliciting input
- Transparency**
Share your decision-making process in as much detail as possible
- Empathy**
Stay in touch with how employees feel and speak about the future
- Trust**
Show respect and dignity for every individual

61%

61% of employees say **lack of communication** is what hinders most leaders from building trust

Followers naturally mirror their leaders

— business leaders must set the standard for ethics

Step 1: LEADERS ARE LIFE-LONG LEARNERS
looking outside their organization for mentorship

Step 2: LEADERS HUMANIZE ORGANIZATIONS
by modeling the discipline of ethics



"Ethics begins where compliance ends"
— Rabbi Yonason Goldson

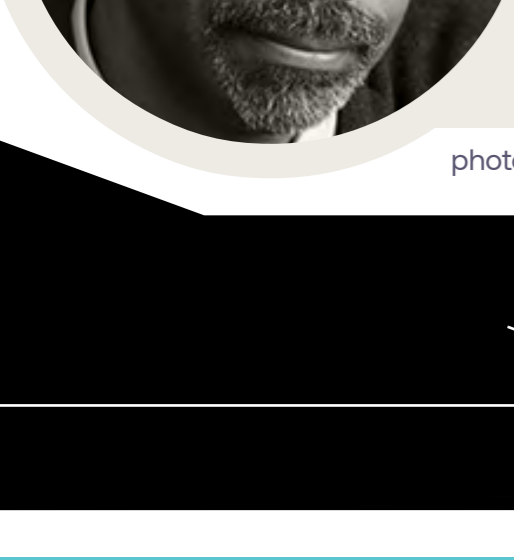
Compliance Is Not Enough

Every rule has a loophole — by merely checking boxes, we abandon our responsibility to develop ethics in our thinking, character, and judgements.

When that happens, compliance becomes the enemy of ethics



"When leaders are willing to talk through their own decision-making process, making visible that values are an important consideration, this sends a powerful signal to employees."
— Mary C. Gentile



"Integrity is like the weather: everybody talks about it but nobody knows what to do about it."
— Professor Stephen L. Carter

Qualities That Make An Ethical Leader

Are You An Ethical Leader?

Develop the essential qualities of E.T.H.I.C.S. by asking yourself these questions:

E	T	H	I	C	S
EMPATHY	TRUSTWORTHINESS	HUMILITY	INQUISITIVENESS	COURAGE	SELF-DISCIPLINE
How do my words and actions impact others?	Do I trust others and have I earned their trust?	Am I focused on benefiting my community or myself?	Do I learn as much as possible or just look smart?	Am I more afraid of looking wrong or being wrong?	What do I need to improve so I can do a better job?

"Exceptional human skills do not come naturally; they require the will to continuously improve."
— Richard S. Messing



Ethics begins with understanding the human condition and supporting the development of human skills

Human Relationships Are The Foundation Of All Success

36%

of employees would leave an organization if they did not feel appreciated

52%

of employees say leaders should be aware of morale and workplace culture

people are 2X more likely to achieve their goals when held accountable by someone who cares about them

When everyone is a leader, there are no followers to lead.
When everyone is a follower, there is no leader to follow.
The result is chaos.

Ethical Leadership Inspires Ethical Followership

ETHICAL LEADERS ...

- ...serve everyone within reach
- ...foster independence and initiative
- ...set meaningful goals

ETHICAL FOLLOWERS ...

- ...are unafraid to challenge their leaders
- ...support their leaders even when they disagree
- ...ask questions and raise objections

"If I had to reduce the responsibilities of a good follower to a single rule, it would be to speak truth to power."
— Warren Bennis



"Unethical behavior significantly increases the cost of doing business."
— Frank Sonnenberg

Good Ethics Is Good Business

BENEFITS OF ETHICAL BUSINESS LEADERSHIP

- Build a stellar reputation and brand
- Increase client and customer loyalty
- Earn recognition in your community
- Impress potential investors and partners
- Reduce the risk of fines and legal action

MILLENNIALS HAVE COMBINED SPENDING POWER OF \$1.4 TRILLION ANNUALLY



say they'll hold companies accountable to their social and environmental commitments

59% of Americans buy from companies they consider socially responsible

56% of Americans stop buying from brands they believe are unethical

32% refuse to support companies they feel are not socially responsible

More than 8 in 10 Americans began making more conscientious purchases during 2020



Start Your

Ethics Journey

With Kotel Group LLC



Kotel Group LLC is an ethics-based consultancy that rehabilitates and transforms underperforming organizations

Solves chronic business problems that resist conventional methods and interventions

Organizes ethics-based communities for collaboration

Brings thought leadership and innovation to the Ecosystem-4-Ethics™



"There's no app for being ethical"
— Rabbi Yonason Goldson

Ethics is the final frontier™

Kotel Group LLC
kotelgroup.com

Kotel Business Community
kotelbusiness.org

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