Excellence through Business Etiquette & Ethical Practices

Presenter
Dr. Mary M. White
Chairperson and Associate Professor
Department of Entrepreneurship
and Professional Development

May 15, 2014
Objectives

• This training session will provide participants with ethical awareness and practices to improve their decision-making and quality service skill-set.

• The session will include an overview of the University’s core values along with standards that focus on such factors as accountability, excellence, performance, professionalism, transparency, ethical behavior, integrity, ethics in social media, and a healthy work environment. Hands-on and scenario-based training will be utilized.
Tradition – The University believes that its role as a historically Black university inspires and exemplifies positive societal change.

Accountability - The University believes in the principled exercise of leadership and the sanctity of the public trust.

Learning - The University believes in an experientially enhanced learning environment where teaching, research, and service are integrated and mutually reinforcing.

Nurturing - The University is committed to creating a community, which affirms and welcomes persons from diverse backgrounds and experiences and supports the realization of their human potential.

Service - The University responds to the needs of society to the best of its ability and expects its graduates to do likewise.

Responsibility - The University believes in and accepts its duty to enhance each generation’s capacity to improve the human condition.
Profession is a vocation requiring some significant body of knowledge that is applied with high degree of consistency in the service of some relevant segment of society — Hodge and Johnson

The obligation of an individual or organization to account for its activities, accept responsibility for them, and to disclose the results in a transparent manner. It also includes the responsibility for money or other entrusted property.

Excellence means greatness — the very best. Achieving excellence is never easy to do.

The accomplishment of a given task measured against preset known standards of accuracy, completeness, cost, and speed.
Business Etiquette is Global

What’s Your Ethics IQ? Exercise, Part 1 Scenarios

By definition, Etiquette encompasses the rules and conventions governing correct or polite behavior used in society, in a particular social or professional group setting.
What is Etiquette?

- Understanding overall business decorum
- Treating others with respect and being courteous
- Being comfortable around people
- Making people comfortable around you
- Presenting yourself with the kind of polish that shows you can be taken seriously
Why all the talk about Etiquette?

• Society has become less formal
• Living in a "Fast Food" Society
• Rushing, cramming numerous activities
• Making less time for ourselves
• Making less time for our appearance
• Lacking of formalities and using slang/abbreviated written and verbal communications
Why is Etiquette Important to you?

• It is expected!
• Most people in society (business world) will expect you to possess:
  – Basic manners
  – Thoughtful, respectful communications
  – Dining etiquette
  – Professional appearance
Why is Business Ethics Important to JSU?

- We are responsible for upholding the public trust.
- We are accountable to spend and use our resources the way they are intended.
- We are accountable to our “stakeholders” donors, funding agencies, students, and parents, and alumni.
Who are JSU’S Customers?

• STUDENTS
• PARENTS
• ALUMNI
• INTERNAL PERSONNEL (STAFF)
• EXTERNAL CLIENTELE
• RETIRED EMPLOYEES

Who Needs Customers? WE DO!

5/15/2014
Ethical Decision-Making

is based on core character values like

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Caring
- Good citizenship
- Transparency
Ethical Practices

• **Practice the Golden Rule for Working with Customers.** Keep Customers coming **BACK!**

• **Behaviors**--Friendly

• **Attitude**--Positive

• **Care** about Customers--Excellent people skills

• **Knowledge**--Processes and Performance

• **Mutual trust**--Lead by Example

• Prepared to take risks

• Unwavering commitment to ONE JSU!
Consequences of Unethical Behaviors

- Criminal charges and/or fines Lawsuits
- Ruined careers
- Injured organization reputation
- Wasted time
- Low morale
- Recruiting difficulties
- Oppressive legislation
- Fraud and scandals
Ethics in Social Media
Mobile Devices

Wireless Voice/text/email/Internet capable

- PDAs (Personal Digital Assistants)
- Laptops
- Tablets
- Smart phones
- Storage disks
- Pagers
- Navigational devices
Mobile Device Usage

- Are Mobile Devices causing the Digital Divide in the Workplace? **Why?**
- Poor Communication
- Decreased Employees Productivity
- Non-productive day or week
- Rude/Offensive Behavior
Mobile Phone Etiquette

When should you silence your ringer?

- Lower your voice while talking in public.
- Avoid personal topics when others can hear you.
- Avoid taking calls when you are already engaged in a face-to-face conversation (if you take a call, ask permission of the people with you).
- Avoid texting during face-to-face conversations.
Does JSU need a Mobile Device Policy?

✓ Workplace Liability

✓ Confidentiality
Quality Service Counts at ONE JSU

• Inspiring Action, Achieving Results
  Integrity & Courtesy; Fairness & Honesty; Dignity & Respect

• Flexible people never get bent out of shape.

• “Ordinary people with extraordinary determination and drive”.

• “Example is not the main thing in influencing others. It is the only thing” Albert Schweizer
HEALTHY ENVIRONMENT

- Transparency in communicating the organizational culture at JSU
- Contribute at the highest level of experience and expertise
- Honor individual diversity and contributions
- A relaxed climate for communication.
- Improved performance
UNHEALTHY ENVIRONMENT

• Harbor hidden or individual agendas
• Make decisions in secret
• Don’t take responsibility for your behavior

What’s Your Ethics IQ?
Exercise, Part 2
Scenarios
Be the change that you want to see!

Never doubt that a small group of thoughtful, committed employees can change the world.