



# INTRODUCTION TO ETHICS





# Integrity



➤ "Ethics" are principles that guide behaviour, while "Integrity" suggests that we should carry out ethical principles in our daily lives and activities, rather than espousing an ideal and then doing something contradictory.



➤ The quality of being honest and having strong moral principles that you refuse to change: No one doubted that the president was a man of the highest integrity.





# Honesty



- Honesty is a fundamental value in ethics that emphasizes telling the truth and being transparent in one's actions and intentions. Honesty is considered to be a virtue because it promotes trust, reliability, and credibility in personal and professional relationships. It is essential for building strong and healthy relationships based on mutual respect, understanding, and communication.
- In ethical decision-making, honesty is often seen as an obligation to disclose information that may affect others' welfare or interests, even if it is not convenient or advantageous to do so. It is also important to be honest with oneself and to acknowledge one's own strengths and weaknesses, biases, and limitations when making ethical choices.





# Courage



- Courage is a fundamental value in ethics that involves taking action or speaking up in the face of fear, danger, or uncertainty. It is the ability to do what is right, even if it is difficult, unpopular, or risky. Courage is often associated with bravery, but it is more than just physical courage; it also includes moral, intellectual, and emotional courage.
- Moral courage involves standing up for one's values, beliefs, and principles, even in the face of opposition or adversity. Intellectual courage involves questioning assumptions, challenging conventional wisdom, and seeking the truth, even when it is uncomfortable or unpopular. Emotional courage involves facing and managing one's fears, doubts, and insecurities, and expressing vulnerability and authenticity in personal and professional relationships.





# Empathy



- Empathy is a fundamental value in ethics that involves understanding and sharing the feelings and experiences of others. It is the ability to put oneself in someone else's shoes, to feel their pain, and to respond with compassion and care. Empathy is essential in ethical decision-making because it promotes understanding, respect, and empathy for others, and helps to foster positive relationships and social harmony.
- Empathy is a key component of many ethical theories, including utilitarianism, deontology, and virtue ethics. Utilitarianism, for example, suggests that ethical actions should be based on their ability to promote the greatest happiness for the greatest number of people. Empathy is important in this context because it helps individuals to understand the needs and interests of others and to act in ways that promote their well-being.



EMPATHY



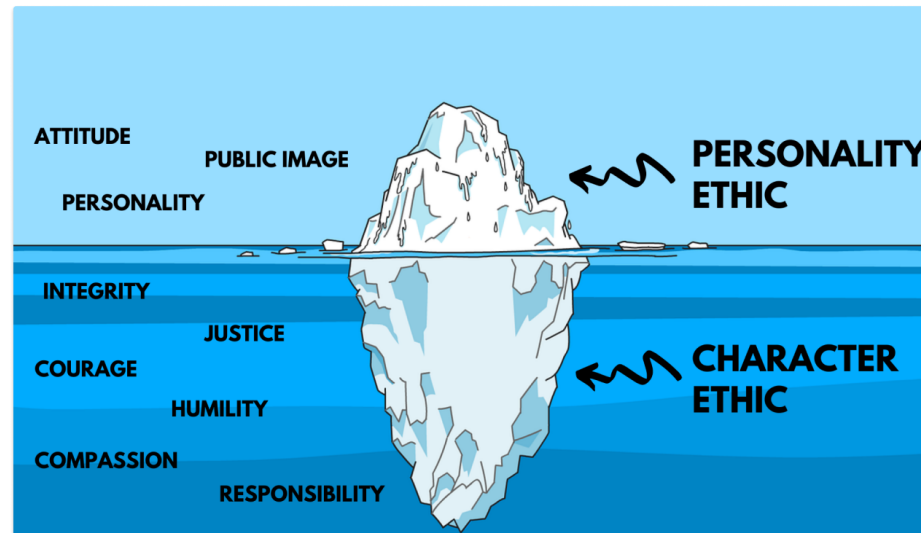
# Personality

- ❖ Personality refers to the unique set of characteristics, traits, and patterns of behavior that distinguish one individual from another. While personality is not necessarily an ethical value in and of itself, it can influence how individuals approach ethical decision-making and behavior.



# Character

- ❖ Character is a fundamental value in ethics that refers to the set of moral and ethical qualities that define an individual's personality, behavior, and values. Character is shaped by a combination of genetic, environmental, and personal factors, including upbringing, life experiences, and individual choices.

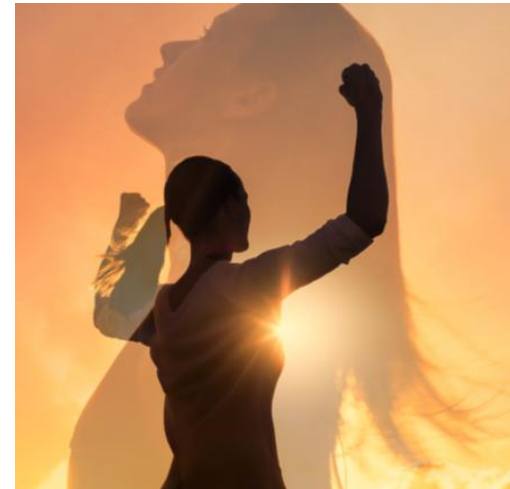




# Self-Confidence



- ❖ Self-confidence is a personal characteristic that involves a belief in one's own abilities, qualities, and judgment. In ethics, self-confidence can play a role in ethical decision-making and behavior.
- ❖ Self-confidence can be an important factor in ethical decision-making, as individuals who are confident in their abilities and judgment may be more likely to trust their own moral instincts and make decisions that align with ethical values. However, excessive self-confidence can also be problematic, as it can lead to overconfidence, arrogance, and a lack of consideration for the perspectives of others.







# Work culture



- Work culture refers to the shared values, beliefs, attitudes, and behaviors that characterize an organization and influence how people interact with each other, work towards common goals, and make decisions. It encompasses the organization's values, work environment, leadership style, communication patterns, and overall atmosphere.
- A positive work culture can lead to increased employee satisfaction, productivity, and retention, as well as a better reputation for the organization. On the other hand, a negative work culture can lead to low morale, high turnover rates, and decreased productivity.





# Social responsibility



- Social responsibility refers to an organization's obligation to act in ways that benefit society as a whole, beyond its legal requirements and economic interests. It involves recognizing and addressing the social and environmental impacts of the organization's operations, products, and services, and working to improve the well-being of people and the planet.
- Social responsibility can take many forms, such as promoting ethical business practices, reducing carbon emissions and waste, supporting local communities, providing safe and fair working conditions for employees, and investing in sustainable technologies and initiatives. It's a concept that goes beyond philanthropy or charity, and instead requires a more systemic and holistic approach to doing business.





# Religion vs Spirituality



- Religion is a specific set of beliefs, practices, and rituals that are associated with a particular faith or organized group. It typically involves the worship of a divine or supernatural power and often includes a formal organizational structure, such as a church or mosque.
- Spirituality, on the other hand, is a more individualized and subjective concept that involves a sense of connection to something greater than oneself. It may or may not be associated with a particular religion and can be expressed in a variety of ways, such as meditation, reflection.





# Self-interest



- ❖ Self-interest refers to the idea that individuals act in ways that are motivated by their own personal interests or goals. This can include desires for material goods, financial gain, power, status, or other forms of personal satisfaction.
- ❖ Self-interest is often seen as a fundamental aspect of human nature, as individuals are generally motivated to pursue their own goals and desires. This can be seen in various aspects of society, such as the pursuit of individual success as.





# Ego



- The ego is a term used in psychology to describe a person's sense of self or self-identity. It is the part of the mind that is responsible for maintaining a sense of continuity and coherence in our experiences, thoughts, and feelings.



- According to psychoanalytic theory, the ego is one of three major components of the mind, along with the id (the unconscious part of the mind that is driven by instinctual desires) and the superego (the part of the mind that represents our moral and ethical values).
- The ego is often associated with conscious thought and rational decision-making, as it is responsible for mediating between the conflicting demands of the id and the superego. It helps us navigate the world by making sense of our experiences and providing us with a coherent sense of self.







Thank  
you

