

# NOTES



MEETING PROFESSIONALS INTERNATIONAL

## Who's Looking Back at You in the Mirror? Ethics in our Industry™ An MPI Foundation Platinum Program

Facilitated by  
Joan Eisenstodt - Eisenstodt Assocs., LLC – Washington, DC  
eisenstodt@aol.com

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

### Copyright

These materials are copyrighted by Joan Eisenstodt and may be adapted for use in the context of planning meetings/events but may not be copied for distribution, nor copied to use without the express written permission of the author.

### Disclaimer:

The handouts, visuals, and presentation are provided with the understanding that the presenter and sponsoring organization are not engaged in rendering legal, accounting, or professional services through the distribution of the materials nor the presentation. If expert assistance is required, the services of a professional should be contracted.

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**“Living a life is like  
constructing a building:  
if you start wrong,  
you'll end wrong.”  
~ ~ Maya Angelou**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

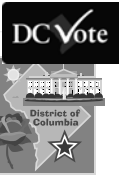
---

---

# NOTES

## Who we are

Discover three things you have in common (*that aren't obvious!*) and one thing that is unique about each person in your group .. all in 3 minutes!



© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

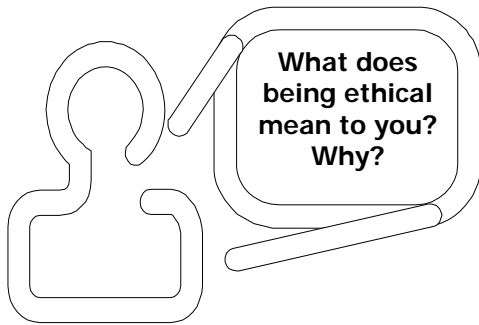
---

---

---

---

---



© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

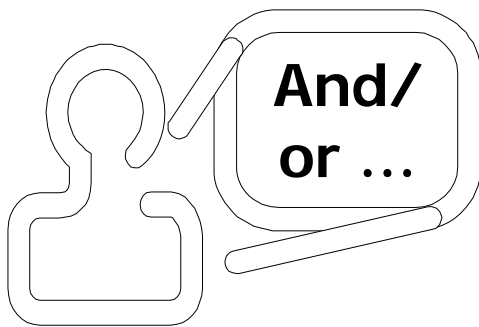
---

---

---

---

---



© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

## Ethical Guidelines

- How do you use your employer's ethics guidelines? (*Do they exist?*)
- How do you use a professional organization's code of conduct or ethics?
- If none of these are available, on what do you rely?

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**"It's always something ...."**  
Gilda Radner

**If someone behaves unethically does the behavior reflect ...**

- on the individual alone?
- on the industry?
- on an employing and/or professional organization and/or clients?

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**"The function of education is to teach one to think intensively and to think critically...**

**Intelligence plus character – that is the goal of true education."**

*~ ~ Martin Luther King Jr., Nobel Prize-winning 20th-century American civil rights leader*

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

**"There are many definitions as to what ethics encompasses:**

- **The discipline dealing with what is good and bad and with moral duty and obligation;**
- **Decisions, choices, and actions we make that reflect and enact our values...."**

(From "Creating a Workable Company Code of Conduct," 2003, Ethics Resource Center)

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**"A theory or system of moral values; and/or a guiding philosophy."**

(From "Creating a Workable Company Code of Conduct," 2003, Ethics Resource Center)

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**"A set of standards of conduct that guide decisions and actions based on duties derived from core values."**

From "The Ethics of Non-profit Management," Stephen D. Potts,

[http://www.ethics.org/resources/speech\\_detail.cfm?ID=821](http://www.ethics.org/resources/speech_detail.cfm?ID=821)

(From "Creating a Workable Company Code of Conduct," 2003, Ethics Resource Center)

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

## ETHICAL DECISIONS

**"How should an individual ...  
confronted with an ethical  
dilemma, reach a decision that is  
competitively, organizationally,  
economically, and ethically  
sound?"**

*Can Ethics Be Taught? Harvard Business School Press*

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**"It takes 20 years to  
build a reputation and  
five minutes to ruin it. If  
you think about that,  
you'll do things  
differently."  
~ ~ Warren Buffet**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Practice Scenario

**You have taken a few things from the  
office – paperclips, pens, pads – and  
made some copies for non-work  
activities.**

- **Is this ethical?**
- **Why or why not?**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

## Scenario: Invitations & Gifts

You receive at least two invitations a month to vendor-sponsored or hosted events and often receive gifts in your office from vendors.

OR if a vendor, you issue a number of invitations monthly and give gifts to clients.

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Scenario Questions

- What will you consider in determining how to respond to, or issuing, invitations or giving or accepting gifts?
- What are the ethical implications of issuing or accepting gifts or invitations?

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Scenario: Job Search

Your office may be downsizing. You are looking for a new position and take a 'sick day' to interview.

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

## Job Search Scenario Questions

- What are the ethical considerations?
- How would you consider this if you were asked to advise a colleague?

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Scenario: Ethics Policy Adherence

A code of ethics or conduct exists for your company or organization and/or industry association. You are aware of a violation of the code.

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Adherence Scenario Questions

- What would you do?
- On what do you base your decision?
- What are the implications of your action or inaction?

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

As a result of participation in this session ...



© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**“Lots of people want to ride with you in the limo, but what you want is someone who will take the bus with you when the limo breaks down.”**

**~ ~ Oprah Winfrey**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Contact Information

Joan Eisenstodt  
Chief Strategist  
Eisenstodt Associates, LLC  
eisenstodt@aol.com  
202.737.7890  
<http://twitter.com/joaneisenstodt>

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

**Resources:**

**"Ethics, Morals & Values:**

**How do they relate?"**

**<http://tinyurl.com/nou4qe>**

**And Ethics Resource Center**

**<http://www.ethics.org/page/ethics-toolkit>**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**Fast Company Article:  
"Why Your Gut is More  
Ethical**

**Than Your Brain"**

**By Chip Heath & Dan Heath\***

**<http://tinyurl.com/nhmqjf>**

**\* Authors: "Made To Stick"**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**Additional Scenarios**

These scenarios may be used in discussions among your staff or volunteer leadership. If used, the copyright must be maintained.

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

## Scenario: Inclusion

**In your presence, someone tells a joke using [race, sexual orientation, gender, age, national origin, religion...] as part of the punch line.**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Inclusion Scenario Questions

- **Your response?**
- **And if it were a comment and not a joke?**
- **What do you consider about the "rank" of the person saying this or of those in the group?**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## Scenario: Commission

**You work on commission or are a vendor or a planner who does business with someone who does.) You're not sure if all the commissions are disclosed.**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

## Commission Scenario Questions

- What are the ethical considerations when deciding if commissions should or should not be disclosed?
- Are there also legal considerations?

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## MPI's Principles of Professionalism To whom do these apply?

As members of MPI, we are responsible for ensuring that the meeting industry is held in the highest public\*regard throughout the world. Our conduct directly impacts this result.

*\*Encompasses oneself, the association, fellow members, meeting attendees, clients and customers, suppliers and planners, employers and the general public.*

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

## MPI's Principles of Professionalism Maintaining Professional Integrity

**Honestly represent and act** within one's areas of professional competency and authority without exaggeration, misrepresentation or concealment.

**Avoid actions** which are or could be perceived as a conflict of interest or for individual gain.

**Offer or accept** only appropriate incentives, goods and services in business transactions.

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

# NOTES

**MPI's Principles of Professionalism  
Utilizing Professional Business Practices**

**Honor written and oral contracts, striving for clarity and mutual understanding ....**

**Ensure rights to privacy and protect confidentiality ....**

**Refrain from misusing solicited information, proposals or concepts.**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**MPI's Principles of Professionalism  
Utilizing Professional Business Practices  
contd.**

**Commit to the protection of the environment by responsible use of resources in the production of meetings.**

**Actively pursue educational growth through training, sharing of knowledge, expertise and skills, to advance the meeting industry.**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---

**MPI's Principles of Professionalism  
Respecting Diversity**

**Embrace and foster an inclusive business climate of respect ....**

© 2009 All Rights Reserved Joan Eisenstodt eisenstodt@aol.com

---

---

---

---

---

---

---

---