



CODE OF ETHICS

Assignment Description

The Assignment Intent

Ethics matter; especially in sales. This is directly addressed in the *Selling Skills 101* lecture. So, the question is: **what is your code of ethics?**

Why is this question important? Because the time to think about and declare your ethical intentions is not when you are faced with an ethical challenge. It is best to address ethics when you are not being pressured. Thus, this assignment gives you the opportunity to craft an ethical pledge without the inherent pressure that an actual ethical dilemma creates. In the future, when an ethical dilemma arises you can refer to your code to remind yourself of the key ethical standards you vowed to live your life by.

The Task

Start by reviewing the material presented in the *Selling Skills 101* lecture (remember Honesty & Respect), continue educating yourself researching any existing code of ethics or value statements from either professional organizations and/or from individual companies. Take those resources and combine them with any personal insights, thoughts, or feelings that you have related to ethical behavior and create a one-page personal code of ethics for your life. This COE should cover at least four ETHICAL ideas*.

Your Code should be something you are willing to present to your teachers, your classmates, and even your mother! It should also be something you are truly committed to.

The Deliverables

You will create a one-page COE that has (a) content that expresses your ethical commitment for your life, and (b) production quality that draws the reader in and is something that can be presented within a job interview.

- To this end, it is essential that you watch the following video that addresses creating a document with POP! <https://www.loom.com/share/cc0059c0e3454622b964aed4cfc5312>

The Grading:

- ETHICS: Do you identify 3-5 ETHICAL concepts and offer easily understood explanations of these concepts, while avoiding work ethic concepts that are not ethical in nature.
- PROFESSIONAL DOCUMENT: Is the one-page document well structured, organized and laid out smartly and would it be suitable to present in a job interview?

*Ethical versus "Work Ethic"

There is a difference between ethical concepts and concepts connected to work ethic. The easiest way to think about it is to ask yourself "can I be an _____ thief?"

- Ethical concepts make the answer no. Regardless of what a movie might try to tell us, I cannot be an honest thief.
- Work ethic concepts make the answer yes. I can be a hardworking thief. I can even be a loyal thief. But again, I can't be a respectful thief (as it is inherently disrespectful to steal from somebody).