

## Internet research

Search for the keywords *mission statement generator*. Hold a class vote for your favourite mission statement.



amend  
bend the rules (for someone)  
beyond reproach  
lapse  
litigation  
part and parcel  
renege  
wash your hands of

## Listening for gist

Can you explain or give examples of these types of unethical behaviour?

bribery conspiracy corruption embezzlement  
fraud insider trading money-laundering  
nepotism

Listen to eight cases. Name each offence, and discuss an appropriate punishment.

## Reading

Match terms 1–6 with definitions a–f.

- |                        |   |
|------------------------|---|
| 1 accountability       | a) deciding objectives, means and standards for a company   |
| 2 regulatory bodies    | b) being required to justify one's actions to a higher authority                                  |
| 3 borderline ethics    | c) organizations which investigate irregularities, such as the Securities and Exchange Commission |
| 4 corporate governance | d) a process that has been shown to give excellent results  |
| 5 empowerment          | e) paying workers the minimum wage allowed by the law, for example                                |
| 6 best practice        | f) encouraging workers to improve the way they do their own jobs                                  |

Complete the book review with the terms from Exercise 8.

In her latest book, *Ethical Profits*, Hannah Shallenberger, who serves on the board of several corporations, argues that good (1) \_\_\_\_\_ is not incompatible with making profits. According to Shallenberger, values like honesty, fairness, transparency and (2) \_\_\_\_\_, when combined with commercial and manufacturing (3) \_\_\_\_\_, can help to make the world a better place.

Shallenberger blames Enron, WorldCom and other scandals first and foremost on spiralling executive pay. A world where six-figure salaries, stock options and golden retirements are a CEO's top priority encourages (4) \_\_\_\_\_ and leaves little space for global justice and social responsibility. Shallenberger advocates a third way. Companies which favour employee (5) \_\_\_\_\_, and which foster a sense of ownership and social responsibility throughout the organization, can not only obey the law, comply with and even exceed the requirements of (6) \_\_\_\_\_, but also give customers, employees, the environment and shareholders a fair deal. This book is a must-read for anyone involved in business strategy.

## Discussion

Do the questionnaire, and then discuss your answers.

# Ethical business *OR* profit first?

- |   |  |
|---|--|
| <p><b>1 Lying, cheating and bending the rules is</b></p> <p>a) unacceptable.<br/>b) OK, as long as you don't get caught.<br/>c) part and parcel of business.</p> <p><b>2 A company should</b></p> <p>a) respect the spirit of the law.<br/>b) respect the letter of the law.<br/>c) be morally beyond reproach.</p> <p><b>3 The majority of corporate profits should go to</b></p> <p>a) shareholders.<br/>b) top management.<br/>c) all company staff.</p> | <p><b>4 Honesty and responsibility is the best policy</b></p> <p>a) always.<br/>b) sometimes.<br/>c) rarely.</p> <p><b>5 Shallenberger's third way with ethical profits is</b></p> <p>a) the key to twenty-first century business.<br/>b) a nice idea, but difficult to do.<br/>c) hopelessly idealistic.</p> <p><b>6 Making the world a better place is</b></p> <p>a) a company's primary goal.<br/>b) something companies can contribute to.<br/>c) nothing to do with business.</p> |
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