

# WORLD VALUES DAY

## Virtues, Values and MoralDNA

**Peter Neville Lewis CMIRM**

**principled** consulting

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# Why Values or Virtues?

- **Moral Virtues** should be at the heart of every organisation's culture.....
- Every manager has a part to play, leading by example, making **values based decisions** and rewarding the right **behaviour – not just results.**
- If employers get the ethical culture right, they'll reap the rewards through better **performance**, stronger **employee engagement** and improved **customer relationships.**

# Culture = Virtues

Think

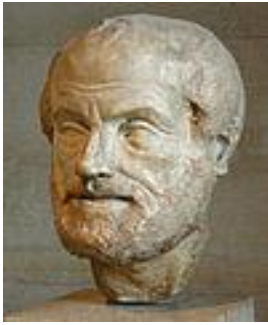
- Virtues/Values *gives us*
- Character *which forms our*

Decide

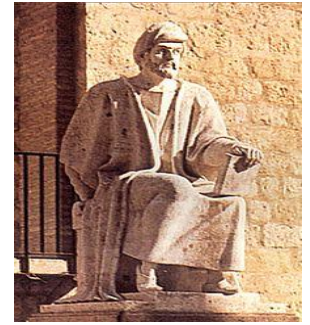
- Judgement *helps us make*
- Decisions *which lead to*

Act

- Actions - *repeated become*
- Behaviours = CULTURE of a GROUP



# Integrity–*Integritas* *Aristotle & Ibn Rushd*



*Fortitude* = **Courage** (Moral)

*Justice* = **Fairness**

*Temperance* = **Self-Discipline/Thrift**

*Prudence/providentia*(Lat) = **Wisdom**

*Faith* = **Trust**, *Hope* = **Belief**,

*Charity/Xaris*(Grk) = **Love/Care**

**Honesty, Humility, Excellence**

# Are Corporate Values different?

- Is Innovation a value?
- Is Teamwork a value?
- Or are these desired outcomes?
- *What are the true values which underpin the above?*

# MoralDNA Profiling -

measures 13 Factors

10 x Moral VALUES

3 x Ethical Consciences

LAW (Obedience) – LOVE (Care)

LOGIC (Reason)

[www.MoralDNA.org](http://www.MoralDNA.org)

# Ethical decision making is doing what's **RIGHT**

**Rules**

*What are the Rules?*

**Integrity**

*Acting with Personal  
Integrity?*

**Good**

*Who is this Good for?*

**Harm**

*Who could we Harm?*

**Transparent**

*Collective Integrity)*

*Do we test for the Truth?*

# Doing the Right thing

- Are we doing the right thing?
- Are we doing it in the right way?
- Are we doing it for the right reasons?

*Is this enough or are we missing something?*



# Right Values = Virtuous

- If decisions are not based on true values they lack a moral basis.
- The end justifies the means, leading to totalitarianism.
- This what happened in Nazi Germany.
- Organisations (and their leaders) can fall into the same evil trap.

The final decision lies within us all

***Integrity has no need of Rules***

Albert Camus (1913 – 1960)

[peter@principledconsulting.biz](mailto:peter@principledconsulting.biz)

07711 908920