



Make ethics

Your Competitive Advantage

Ethics creates trust.
Trust builds loyalty.
Loyalty inspires passion.
Passion drives productivity.

The Role Of Trust

In times of uncertainty, an ethics-based culture of trust is essential for business to prosper

Employees say what they want most from a job is **a boss they can trust**

In the U.S., employee disengagement costs \$550 billion a year

58% of employees report they would trust a stranger more than their own boss

58%

as much as 34% of an employee's salary is lost through disengagement

Employees working for high-trust companies report*

*ranked in the top 25%

106%

more energy

76%

more engagement at work

60%

higher job enjoyment

50%

more productivity

40%

less burnout

13%

fewer sick days

Trusted employees are...

88%

more likely to recommend their company to family and friends as a place to work

70%

more aligned with their company's purpose

66%

closer to their colleagues

50%

more likely to stay with their employer over the next year

41%

less likely to depersonalize coworkers

Employees trust leaders more if they...

88%

own and fix their mistakes

87%

handle conflict with patience

86%

support the well-being of employees

86%

manage difficulties with positivity

86%

create a safe and inclusive environment

A covenantal corporation with a noble cause and values makes money with meaning.



What Does A Culture Of Ethics Look Like?

Leaders demonstrate

Communication

Exchange information frequently as changes occur and by soliciting input

Transparency

Share your decision-making process in as much detail as possible

Empathy

Stay in touch with how employees feel and speak about the future

Trust

Show respect and dignity for every individual

61%

61% of employees say **lack of communication** is what hinders most leaders from building trust

Followers naturally mirror their leaders

— business leaders must set the standard for ethics

Step 1:

LEADERS ARE LIFE-LONG LEARNERS
looking outside their organization for mentorship

Step 2:

LEADERS HUMANIZE ORGANIZATIONS
by modeling the discipline of ethics



“Ethics begins where compliance ends”
— Rabbi Yonason Goldson

Compliance Is Not Enough

Every rule has a loophole — by merely checking boxes, we abandon our responsibility to develop ethics in our thinking, character, and judgements.

When that happens, compliance becomes the enemy of ethics

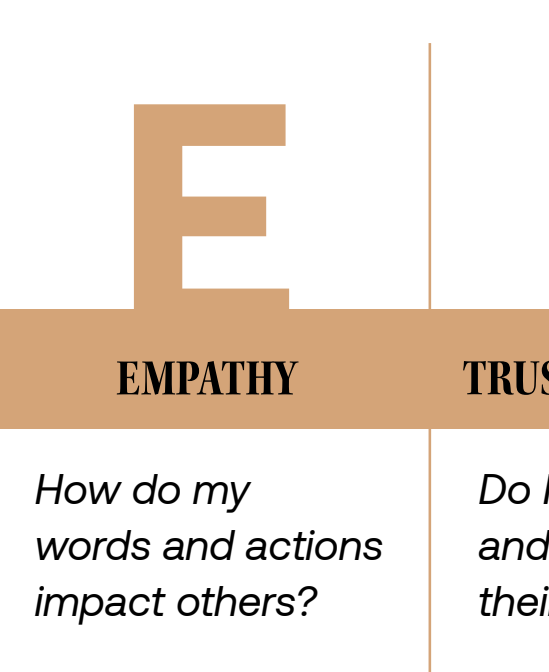


photo via law.yale.edu

“Integrity is like the weather: everybody talks about it but nobody knows what to do about it.”
— Professor Stephen L. Carter



“When leaders are willing to talk through their own decision-making process, making visible that values are an important consideration, this sends a powerful signal to employees.”
— Mary C. Gentile

photo via law.yale.edu

Qualities That Make An Ethical Leader

Are You An Ethical Leader?

Develop the essential qualities of E.T.H.I.C.S. by asking yourself these questions:

E.T.H.I.C.S.

EMPATHY

How do my words and actions impact others?

TRUSTWORTHINESS

Do I trust others and have I earned their trust?

HUMILITY

Am I focused on benefiting my community or myself?

INQUISITIVENESS

Do I learn as much as possible or just look smart?

COURAGE

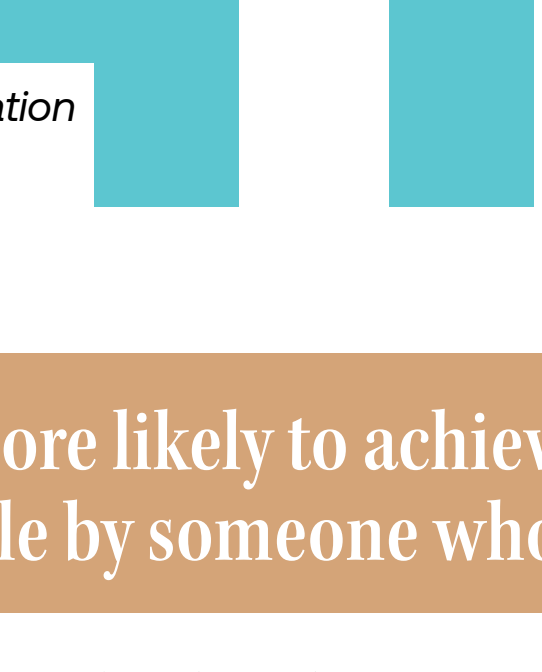
Am I more afraid of looking wrong or being wrong?

SELF-DISCIPLINE

What do I need to improve so I can do a better job?

“Exceptional human skills do not come naturally; they require the will to continuously improve.”
— Richard S. Messing

photo via timesofisrael.com



Ethics begins with understanding the human condition and supporting the development of human skills

Human Relationships Are The Foundation Of All Success

36%

of employees would leave an organization if they did not feel appreciated

52%

of employees say leaders should be aware of morale and workplace culture

people are 2X more likely to achieve their goals when held accountable by someone who cares about them

When everyone is a leader, there are no followers to lead.
When everyone is a follower, there is no leader to follow.
The result is chaos.

Ethical Leadership Inspires Ethical Followership

ETHICAL LEADERS ...

...serve everyone within reach

...foster independence and initiative

...set meaningful goals

ETHICAL FOLLOWERS ...

...are unafraid to challenge their leaders

...support their leaders even when they disagree

...ask questions and raise objections

“If I had to reduce the responsibilities of a good follower to a single rule, it would be to speak truth to power.”
— Warren Bennis



photo via franksonnenbergonline.com

“Unethical behavior significantly increases the cost of doing business.”
— Frank Sonnenberg



photo via marshhall.usc.edu

Good Ethics Is Good Business

BENEFITS OF ETHICAL BUSINESS LEADERSHIP

Build a stellar reputation and brand

Increase client and customer loyalty

Earn recognition in your community

Impress potential investors and partners

Reduce the risk of fines and legal action

MILLENNIALS HAVE COMBINED SPENDING POWER OF \$1.4 TRILLION ANNUALLY

82%

say they'll hold companies accountable to their social and environmental commitments

59% of Americans **buy from companies they consider socially responsible**

56% of Americans **stop buying from brands they believe are unethical**

32% **refuse to support** companies they feel are not socially responsible

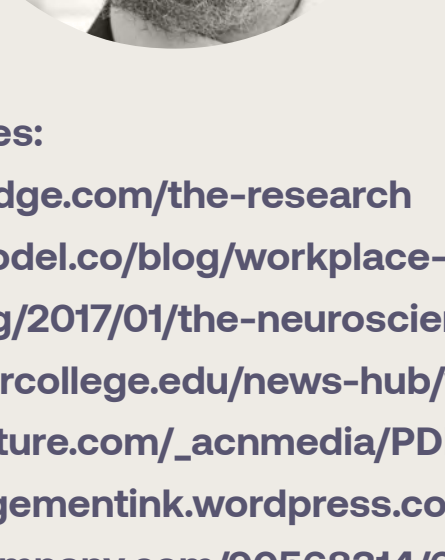
More than 8 in 10 Americans began making more conscientious purchases during 2020



Start Your

Ethics Journey

With Kotel Group LLC



Kotel Group LLC is an ethics-based consultancy that rehabilitates and transforms underperforming organizations

Solves chronic business problems that resist conventional methods and interventions

Organizes ethics-based communities for collaboration

Brings thought leadership and innovation to the Ecosystem-4-Ethics™



“There's no app for being ethical”
— Rabbi Yonason Goldson

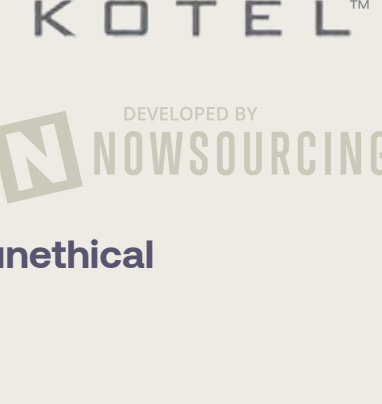
Ethics is the final frontier™

Kotel Group LLC
kotelgroup.com

Kotel Business Community
kotelbusiness.org

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