

12 Questions, by Laura Nash

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REFERENCE: Laura Nash "Ethics without the Sermon", *Howard Business Review* 59 (1981): 79-90:
<<http://www.cs.bgsu.edu/maner/heuristics/1981Nash.htm>>

1. Have you defined the problem accurately?
2. How would you define the problem if you stood on the other side of the fence?
3. How did this situation occur in the first place?
4. To whom and what do you give your loyalties as a person and as a member of the [institution]?
5. What is your intention in making this decision?
6. How does this intention compare with the likely results?
7. Whom could your decision or action injure?
8. Can you engage the affected parties in a discussion of the problem before you make your decision?
9. Are you confident that your position will be as valid over a long period of time as it seems now?
10. Could you disclose without qualms your decision or action to your boss, your CEO, the board of directors, your family, or society as a whole?
11. What is the symbolic potential of your action if understood? If misunderstood?
12. Under what conditions would you allow exceptions to your stand?

(Recommended by Craig VanSandt, Assoc. Prof. of Management, and David W. Wilson Chair in Business Ethics, UNI.)

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