

Professional Ethics Network

2012 Events

Mick Yates - Ethics, leadership and global business: more than bricks and mortar

2nd February 2012

[Mick Yates](#) is the founder of LeaderValues, one of the most visited sites on Leadership Development on the web. He is also Visiting Professor, the University of Leeds, at the Business School, where he teaches Organizational Development, including social/distributed Leadership, and Customer Science.

Mick addressed some of the ethical challenges in global business today – and not just the “bricks and mortar, face to face” kind of business.

He talked about issues such as:

- What are the implications of social media, of citizen blogging, and of instant customer feedback via Twitter or Facebook?
- How should business approach these issues? Some just put up a walled fortress, hoping it will go away. Others run an open system, where employees can basically say what they like online. How do we build ethically sound approaches to manage this minefield?”
- When you go global, how does business deal with local mores and ethics – when essentially it is all, whether we like it or not, one big global village with instant communication and rapid feedback.”

Wendy Harrison and Rob Lawlor - Organisational codes of conduct: shelfware or living documents?

15th March 2012

Wendy Harrison, Head of Strategy and Development, Shell Ethics and Compliance Office, Shell International Plc and Rob Lawlor, Lecturer, IDEA CETL gave a highly interactive workshop where they discussed the value and purpose of organisational codes of ethics.

The examined why do professionals need codes of conduct? What are the benefits for the individual and the organisation? What is the relationship between codes of conduct and statements of organisational values and principles? How can these documents be used in working life?

About Wendy Harrison

Wendy is responsible for the strategy of the Ethics and Compliance Programme for the Shell Group, the development of many of the elements of this programme and the enablement of its effective implementation.

Having joined Shell as a graduate entrant, much of her Shell career has been spent in international business working closely with a number of Group companies in Europe, Africa, Middle East, South America and with global initiatives involving the USA and Asia. Outside Shell, Wendy has lived and worked in France, Singapore, Malaysia and the U.A.E. Wendy has a BSc in Biochemistry and an MBA.

Kevin Macnish - Always There: The Ethics of Using Online Social Networks for Business and Pleasure

14th June 2012

[Kevin Macnish](#) addressed the following issues: Social Networking Sites such as Facebook, Twitter and LinkedIn have come to be a fixed part of most people's lives, both in work and at home. Many businesses freely investigate prospective employees by researching their online profile, and then struggle with their employee's desire to contribute to that profile during work hours. Couples meet, break-up and advertise everything in between on Facebook. News stories are broken and dismissed on YouTube. Riots and revolutions are spread across the UK and the world on Twitter. Meanwhile user profiles are stored in anonymous databases waiting to be sold to advertisers, governments or perhaps just the highest bidder.

Social networking sites are a new frontier in ethics, raising new questions which affect all of us whether we are online or not. Where is my data stored? Who has access to it? What are the rights and duties of companies who possess it? This session will explore the extent to which this social revolution is affecting our lives.

Frank Vogl - Waging War on Corruption

20th November 2012

[Frank Vogl](#) author and Transparency International co-founder.