VALUES AND ETHICS AWAY FROM HOME
WHAT HAPPENS WHEN WE LEAVE OUR NATIONAL BORDERS?

- Shared attitudes
- Norms
- Values
- Laws and regulations
FRAMEWORKS

Relativism
(‘When in Rome do as the Romans do’)
Vs.
Absolutism
Belief

- Basic assumptions about reality

Value

- Instinctive judgements about right and wrong

Attitudes

- Expresses values and disposes a person to act or react in a certain way
GUIDING PRINCIPLES

- Respect for core human values
- Respect for local traditions
- The belief that context matters when deciding what is right and wrong
Respect for human dignity - Recognize a person’s value as a human being

Respect for basic rights - Treat people in a way that respects their basic human rights

Good citizenship – support and improve the institutions on which the community depends

*Moral free space – actions that are neither good nor bad*
E.G. OF CORPORATE VALUES

- Starbucks
  + Make it your own
  + Everything matters
  + Surprise and delight
  + Embrace resistance
  + Leave your mark
WHERE IS YOUR LINE IN THE SAND?

- IBM and Nazi Germany
- Google, Yahoo and Microsoft China