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Ethics Reflection al Affiliation Ethics is an individual or a group’s fundamental principle. Social responsibility refers to the activities that a group performs to meet its goals and objectives toward the environment and the society. Strategic planning defines an organizations strategy direction and decision-making. Both the ethical values and social responsibility plays an important role in the process of strategic planning. It is important for the members of an organization to know what is right or wrong and what they expect the consequences of their actions with stakeholders. The management should be accountable for the strategic decisions and the possible impact of the stakeholders. Examples of stakeholders include Customers, suppliers and any person who is directly involved in the business activities. A responsible organization treats all stakeholders equally. Additionally, this helps the team identify and monitor any risk that have a potential of arising as well as find an alternative solution and everybody needs an opportunity to speak and give their idea. Moreover, members should be open when providing ideas and feedback as well as raise concerns and come up with new ideas. This should be conducted professionally where everybody is independent in providing views and ideas thus providing quality discussions that aid in the decision making process listening to their ideas keenly. Moreover, a friendly environment improves the relationship among members in an organization thus strengthening the process of strategic planning and resulting in better decision making. The team members should take a fair and truthful possible risk during the planning process. This leads to the maintenance of the welfare of stakeholders that include the employees as well as the society (Ransome, 2009).   
The ethical perspective throughout the program links to the success of an individual or a company. An individual’s view of ethics keeps on developing depending on the knowledge and information one receives throughout their life experiences. This is the reason why individuals use their experiences to make decisions about what is right or wrong depending on the kind of situation they are facing. The evolvement of ethics comes from personal values that form a critical element of a person’s strategy influencing how they relate with others and how they behave in the society. In addition, ethics perspective has evolved from taking pride in what one does and how they do it. This makes them behave responsibly in judging and decision making by showing the highest standards of integrity and social responsibility. Moreover, an individual’s ethical perspective can evolve through respect for other people’s views and opinions. The accomplishment of this is by not looking down upon people and giving them an opportunity express themselves. In addition, giving people the right to make their own decisions is important. Lastly, it is the obligation of everyone to do what is right at the right place and respect for people’s values and an organization rules and code of conduct is vital. In conclusion, people should use all their resources to do what is right. It is also important to know that each person has their own personal experiences that influence their own set of morals.   
Ransome, W. (2009). Moral reflection. Basingstoke [England: Palgrave Macmillan