

Ethics reflection paper



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Ethics Reflection Paper BY lulex162 Lourdes Munoz STR/581 Strategic Planning & Implementation September 2nd, 2010 Gary Solomon Abstract Ethics and Social responsibility resides in an important set of our own personal values. When it comes to Business matter and operation the customer must feel confidence and this has been taken for granted several times on recent corporate scandals and collapses, a perfect example of missed conducted ethic and responsibility is Enron.

Is extremely important for companies to incorporate ethics and responsibilities to their strategic planning. Strategic planning using ethics and responsibility corresponds to company who are engaged with customer face to face or their involvement is not physical or direct, developing a relationship with their clients. On this paper analyzes the ethics and social responsibility, how these applies to a company stakeholders and strategy planning. The paper will also develop on the perspective and evolvment of personal ethics throughout the master degree.

The Role Of Ethics and Social Responsibility in Strategic Planning In order to be successful, companies must contemplate on what ethics and social responsibility may the business should take critical part. On the strategic planning the ethical responsibility and social responsibility must imply profit decisions to receive a maximum benefits in other words is a success if these roles are incorporated. Within the business perspective, businesses are likely to have high- quality ethical values and act of socially responsibility. Ethics is not just talking about the right thing is actually doing what is right.

The Role of Ethics The values of ethics reinforce the companies mission, visions and goals building a direction and a framework. The ethics of a company can be use as a guideline to create a truss to the entire organization into one general loop, managing the action of the organizations employees, and avoiding differences the strategic plan designed. The values of Ethics responsibility makes sure that the strategic plan is prepared basically for the best interest of the stakeholders, weather the employees or customers or even vendors may operate.

What is ethics? According to authors Andre and Velasquez, ethics has two parts. First, it refers to well base standards of ight and wrong behavior. What individuals ought to do, usually in terms of rights, obligations, and benefits to society, fairness, or specific virtues. Second, it refers to continually examining our moral beliefs and moral conduct, and striving to live up to these well based standards (Andre, C, Velesquez, M. , 1987). Many companies around the world have left their customers in a state of frustration or distrust to government.

Creating a high standard on ethical issues and integrating ethics to the strategic planning can build a great corporate image for stakeholders and the rganization. Integrating to the strategic planning a disciplinary policy to manage integrity in the business. There are specific strategies to incorporate to a plan for ethical manners and the first will be to be explicit on the ethical goals and criteria of the company. Second to demonstrate the commitment to the first one. Third, to communicate and train employees in order to behave and act using their criteria making decisions for the company based on their goals.

Four monitor the employees' behavior and decisions in the company. For last, maintain on-going proactive integrity continuity management (Valentino, 2007). This may ensure the company's stakeholders best interest and will address their needs. The Role of Social Responsibility The Role of Social Responsibility is a major element to a strategic planning in a business. This demand has been marked by numerous claims linking corporate social responsibility to a firm's profits, particularly in professional publications (Kanter, 1999). A social responsibility can be an example of ethical behavior. It's attractive to general society.

A business on the other side not very often can afford to go around and do good deeds if is not potential to receive a profitable benefit. Sometimes companies go beyond what is optional intending to create a benefit for others beside the company. A good example of a socially responsible behavior could be a company raising money for a research on a disease or raise money for a cause or make a requirement for their employees to volunteer in a community service. My Ethical Perspective My ethical perspective has expanded via this program, as I have understood the relationship involving ethics and its repercussion in a business.

I have understood the meaning of ethics in terms of help to the stakeholders of an organization and the significance in the organization's day-to-day process. The program has qualified to identify the relationship concerning ethics and the different mechanism of the strategic plan of the organization. The upcoming of our organizations, the people they stand for, and the wider society that can only be build up by push in ethics into the strategic planning process. Ethics are central the overall management of the firm.

Conclusion There are many things an organization can do to assist good ethical behavior and social responsibility. The best thing is to make sure the employees understand the companies' values and culture of the organization and promotes it. Allowing employees to address to their managers regarding ethical behavior can be a great solution and this must be a concern and a result of ambiguous decisions about the right thing to do. Most well known companies include a code of ethics written and handle them to their new employees, by developing brochures with the companies mission statements and beliefs.