

ETHICAL STYLES

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| 1. RULE OF LAW | Thinking and acting on the basis of rules and principles, paying only secondary regard to circumstances or expectations. |
| 2. UTILITARIAN | Weighing probable consequences, both the organization and to the public well-being. “The greatest good for the greatest number.” |
| 3. LOYALIST | Evaluating all decisions first in terms of benefit to the organization and its reputation. |
| 4. PRUDENT | Weighing probable consequences to oneself and one’s own concerns but always including long-range considerations of organization policies, public trust and citizen relations. |
| 5. VIRTUOUS | Every action is measured in terms of its reflection on one’s character without immediate regard to consequences and often without paying much attention to general principles. |
| 6. INTUITIVE | Making decisions on the basis of “conscience” and without deliberation, argument, or reason. |
| 7. EMPATHETIC | Following one’s feelings, in particular, feelings of sympathy and compassion. |
| 8. SELECTIVE | Whoever wins or survives must be right. |
| 9. RULE OF GOD | The laws of man are always superseded by the laws of God and teaching of one’s religious faith. |

*Adapted from Ethical Insight, Ethical Action: Perspectives for the Local Government Manager, 1988.
“Ethical Styles” from IT’S GOOD BUSINESS by Robert C. Solomon and Kristine Hanson, 1985.*