The Aspiration Side of Professional Ethics

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ET Section 54 - Article III - Integrity

To maintain and broaden public confidence, members should perform all professional responsibilities with the highest sense of integrity.

.01 Integrity is an element of character fundamental to professional recognition. It is the quality from which the public trust derives and the benchmark against which a member must ultimately test all decisions.

.02 Integrity requires a member to be, among other things, honest and candid within the constraints of client confidentiality. Service and the public trust should not be subordinated to personal gain and advantage. Integrity can accommodate the inadvertent error and the honest difference of opinion; it cannot accommodate deceit or subordination of principle.

.03 Integrity is measured in terms of what is right and just. In the absence of specific rules, standards, or guidance, or in the face of conflicting opinions, a member should test decisions and deeds by asking: "Am I doing what a person of integrity would do? Have I retained my integrity?" Integrity requires a member to observe both the form and the spirit of technical and ethical standards; circumvention of those standards constitutes subordination of judgment.

.04 Integrity also requires a member to observe the principles of objectivity and independence and of due care.

AICPA Code of Professional Conduct Section 50 – Principles of Professional Conduct
Composition, Applicability and Compliance

The Code of Professional Conduct of the American Institute of Certified Public Accountants consists of two sections—(1) the Principles and (2) the Rules. The Principles provide the framework for the Rules, which govern the performance of professional services by members...

Compliance with the Code of Professional Conduct, as with all standards in an open society, depends primarily on members' understanding and voluntary actions, secondarily on reinforcement by peers and public opinion, and ultimately on disciplinary proceedings, when necessary, against members who fail to comply with the Rules.

AICPA Code of Professional Conduct – Introduction to the Code of Conduct
Compliance with the Rules, as with all law in an open society, depends primarily upon understanding and voluntary compliance, secondarily upon reinforcement by peer and public opinion and finally, when necessary, upon enforcement through disciplinary proceedings. The Rules do not, however, exhaust the moral and ethical considerations that should inform a lawyer, for no worthwhile human activity can be completely defined by legal rules. The Rules simply provide a framework for the ethical practice of law.
Notice the Gap?

“...no worthwhile human activity can be completely defined by [legal] rules.”
Why this talk?

• To encourage you to think about and fill the gap in a way that brings personal and professional satisfaction.
Why this talk?
The Marley Effect
Examples of the Marley Effect

- Enron and Sarbanes Oxley
- Earned Income Credit
Profession-kind IS our business. Do we seldom attend to it?
How to Fill the Gap?

Right Hemisphere Exercise
Right Hemisphere Exercise
- John Locke – Second Treatise of Civil Government

- ownership of self
- property (ownership) derives from self labor mixed with the land or product
- Foundational construct upon which we built our country
Implications for not doing so?

Analysis of Expense and Profit

Marginal - Expense - Profit

Expense Line
Profit Line

Units of Production

Dr. Phil Grant – motivational theory
Implications for not doing so?

Motivation?

- Where are you on the graph?
- Where are the professions on the graph?
Objectives

• Sustainability of the Professions (Agriculture)
Objectives

- Sustainability of the Professions (Agriculture)
- Enhanced Opportunity for Professional Satisfaction
Invitation

- Scrooge – Begin Again
- Dr. Bolte – Choice – Right Hemisphere
Invitation - Filling the gap

How?
Through Aspirations
Invitation - Filling the gap

How?
Through Aspirations
With What?
With Aspiration
Invitation
-Filling the gap

How?
Through Aspirations
With What?
With Aspiration
It takes all of us!
Thank you

- Scrooge the Musical with Albert Finney - http://www.youtube.com/watch?v=2XbpN6rMCF4
- Dr. Phil Grant – The Law of Escalating Marginal Sacrifice – 2004