

Ethics In Times of Ethical Failure

Nora Kelani

Board Member, Audit Committee Member,
Chief Audit & Risk Officer

CIA, CRMA



What Is Ethics?

A complicated concept with many dimensions



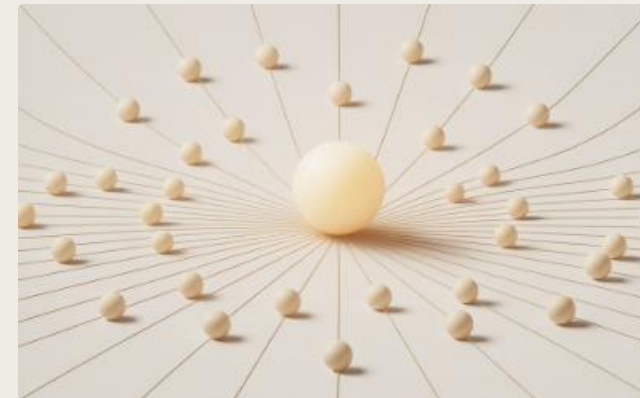
Moral Principles

Ethics involves determining right from wrong based on established principles



Decision Making

Ethical considerations guide our choices in complex situations



Social Responsibility

Ethics extends to our obligations toward others and society



Professional Standards

In business, ethics establishes boundaries for acceptable conduct

What Is Ethics?

The Oxford Dictionary defines ethics as "moral principles that govern a person's behavior or the conducting of an activity."



Moral Principles

Ethics guides our decisions between right and wrong based on established principles



Varied Perspectives

Ethics is subjective and can vary across cultures, contexts, and individuals



Balancing Act

Ethical decisions often require weighing competing values and responsibilities

Ethical Dilemmas!



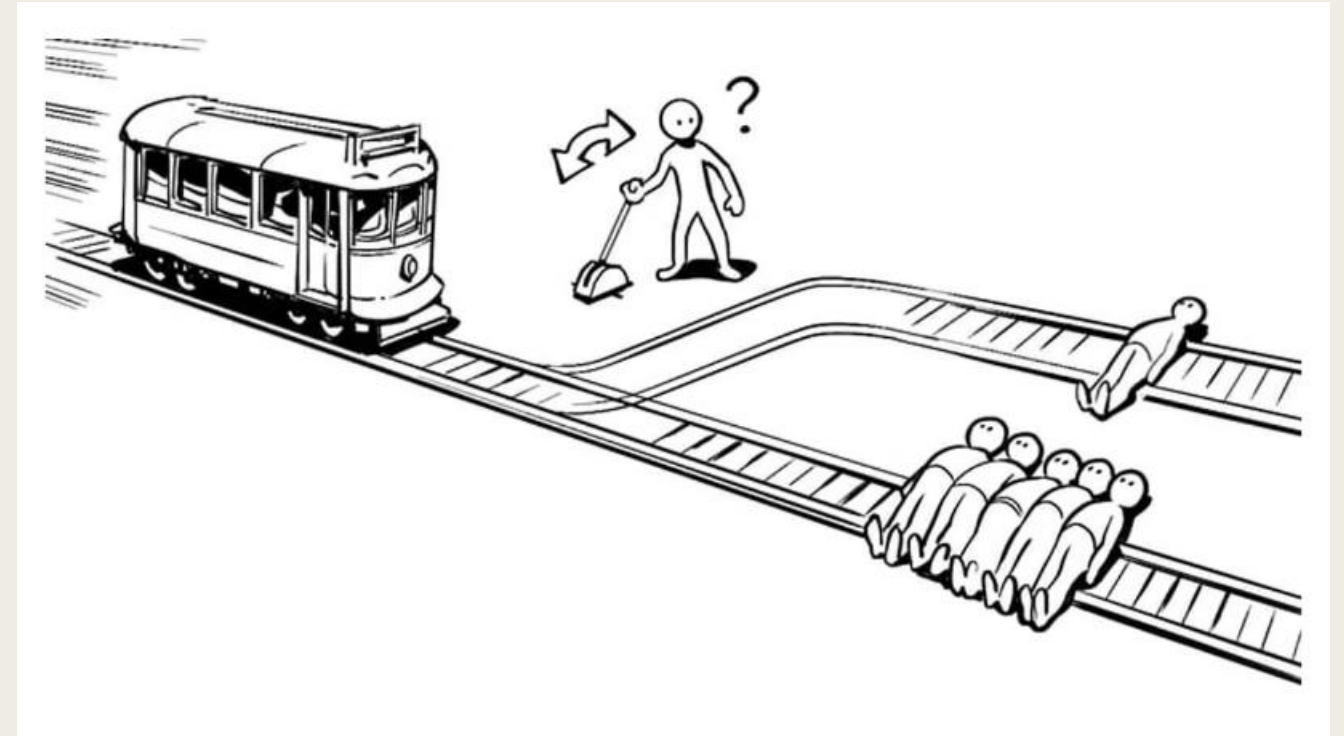
Poll Question 1

A train car is moving toward five people who are tied up and lying on the track. You are standing near the switch that controls the railway.

If you pull the switch, the cart will divert to another track and five people will be saved on the main track. But there is one person lying on the secondary path and he will die.

What will you do?

1. Pull the switch, turn the cart to the secondary track and it will kill one person
2. You will do nothing and allow the cart to kill five people on the main track.



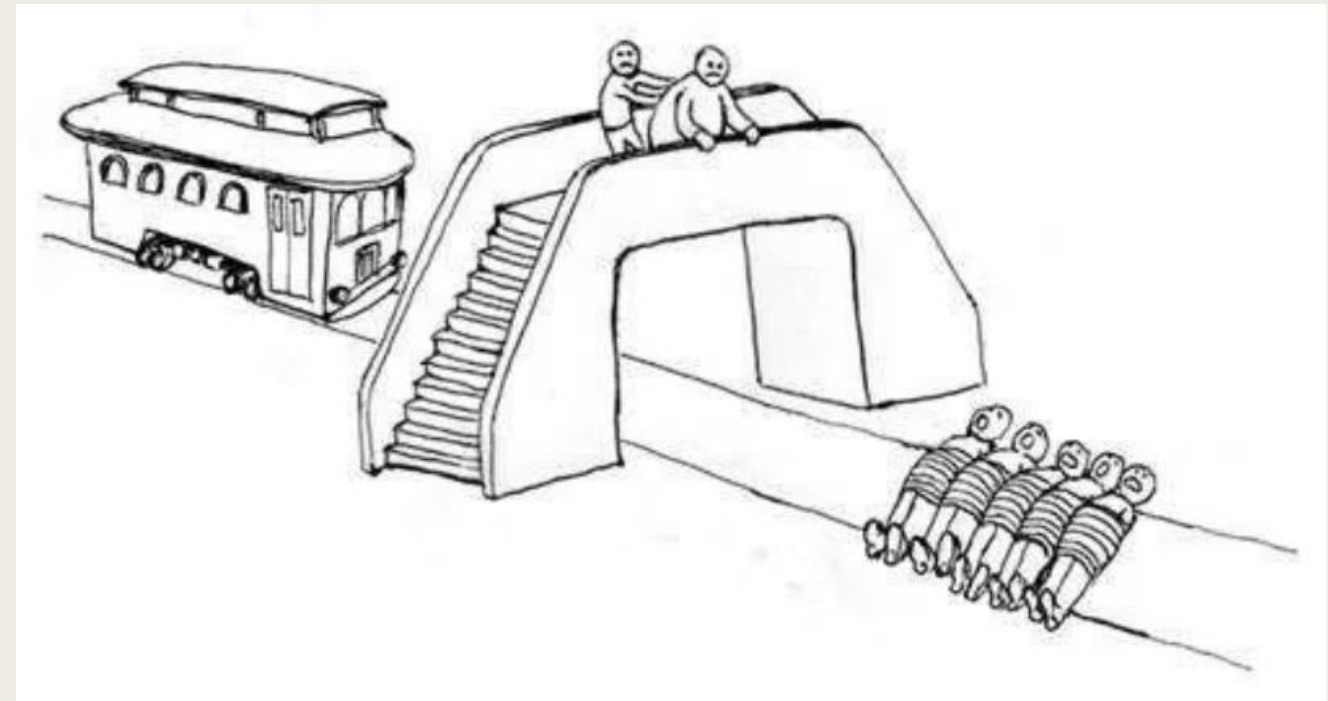
Poll Question 2

The cart moves quickly along a track with five people on it.

You are standing on a bridge under which the cart will pass, and you can stop it by placing something very heavy in front of it.

Coincidentally, there is a very big person near you, the only way to stop the cart is to push him off the bridge onto the track, which will kill him and save five people. What do you do?

1. You push the huge person off the bridge and save the five people tied to the rail.
2. You will do nothing and let the trolley kill five people.

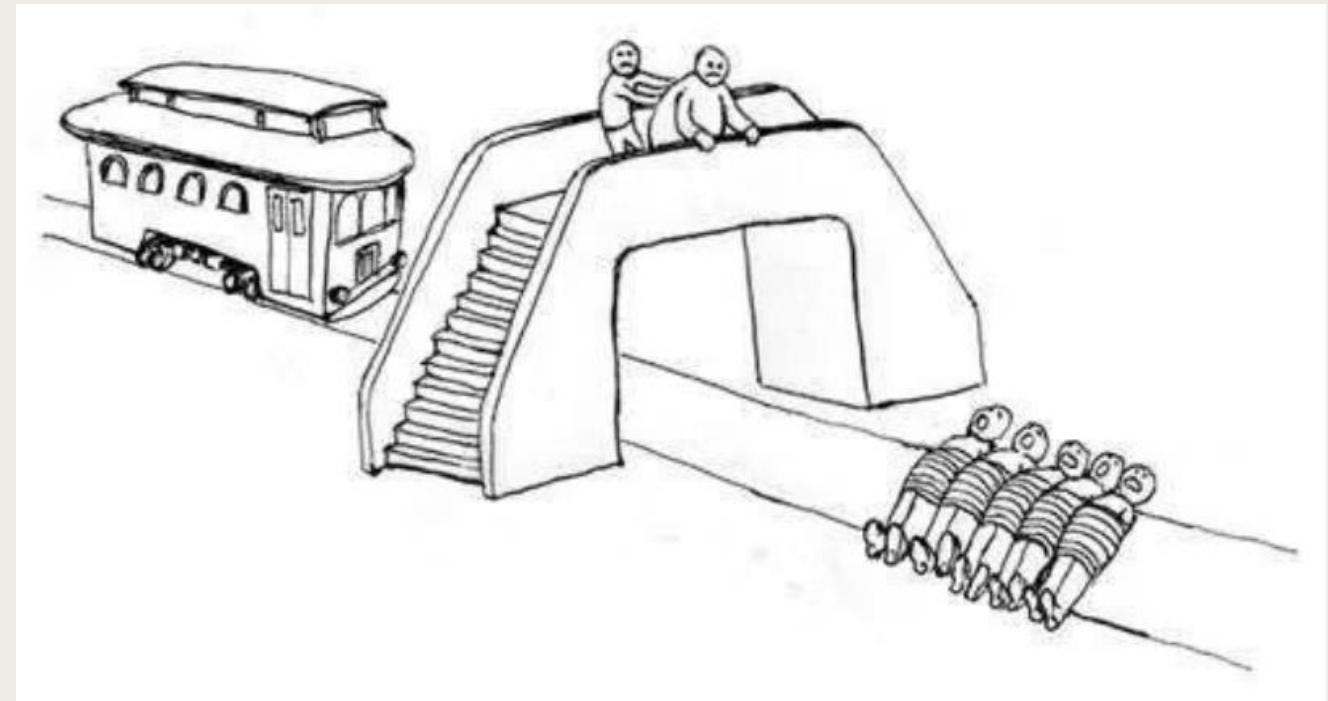


Poll Question 3

If you knew that the big man is a **convicted criminal** and **serial killer** who escaped from prison, and that the 5 people tied to the tracks are volunteer **scientists** about to develop a **cure for cancer** in children, and assuming that your push will inevitably bring him down and save the 5 scientists.

What do you do?

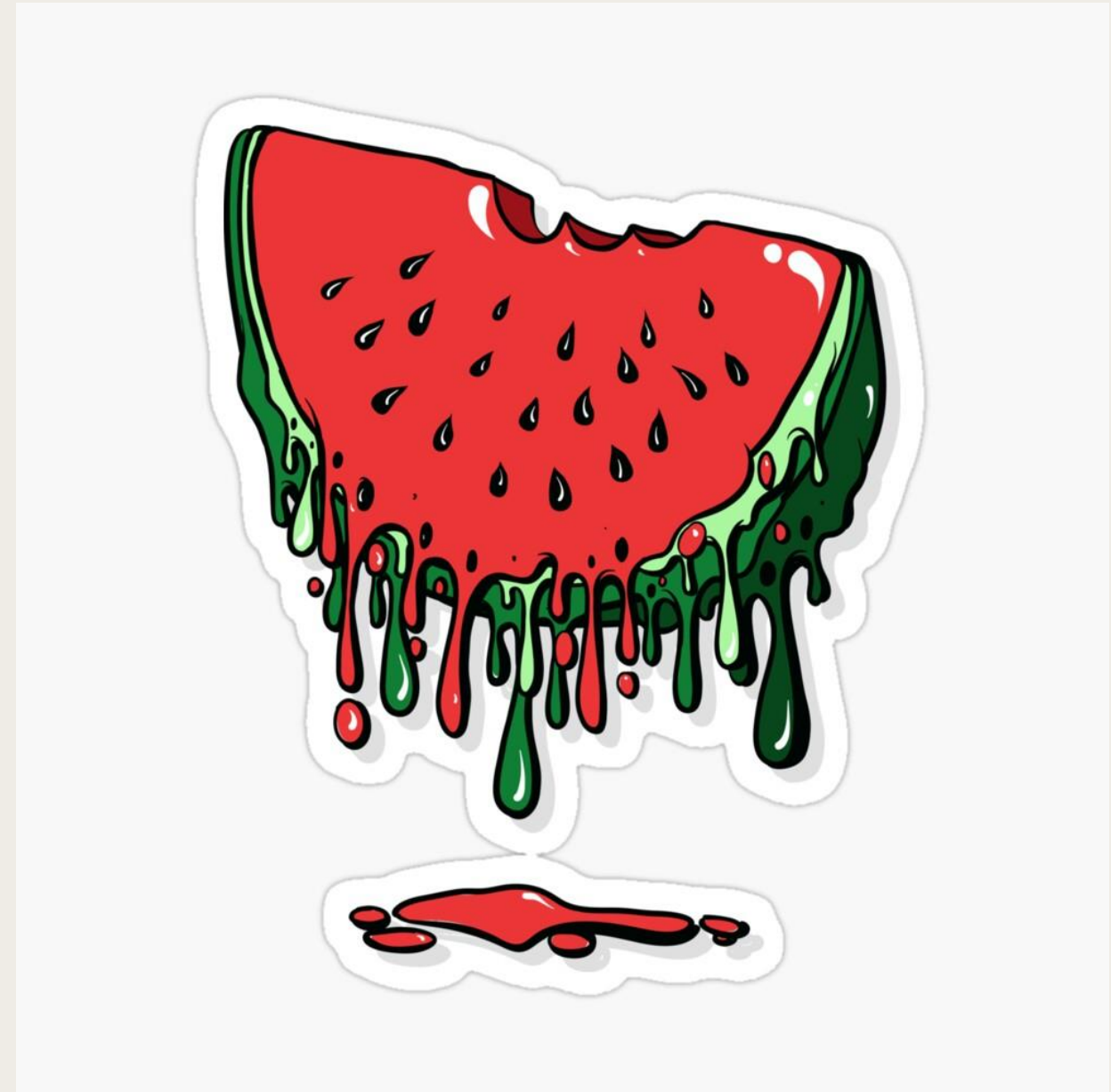
1. You push the big guy (the convicted criminal) off the bridge and saves the five scientists.
2. You will do nothing and allow the cart to kill the five scientists.



Can ethical Dilemmas Happen In Real Life?

Yes, in real life ethical dilemmas can and do happen (like in wars, occupation, national disasters, etc..)

It all depends on how we understand ethics so we know how we can take the best ethical decision!



What Is Ethics?



There is no absolute definition of ethics, It is almost always **relative**.

Business Ethics

Business Ethics Definition,
Importance & Correlation with Other
Concepts



Business Ethics

The study of appropriate business **policies and practices** regarding potentially **controversial** issues, such as:

Corporate Governance

Insider trading

Bribery

Discrimination

Corporate Social Responsibility

Fiduciary Responsibilities

Business Ethics



Good!

Business Ethics is NORMATIVE.



Bad!

Movie Time!



Business Ethics

1

Understand it

2

Its importance

3

Its Correlation with Fraud Prevention, Leadership, and Governance

Poll Question 4

What would you prioritize as a head of an organization?

1. Quick Returns
2. Ethics
3. Balance between the two



Importance & Benefits of Business Ethics

Long-Term Profitability

Social Responsibility

Better Decision Making

Stakeholders Protection

Moral Accountability Promotion

Standards Globalization

Importance & Benefits of Business Ethics

Trust Building

Risk Mitigation

Enhanced Business Reputation

Employee Morale and Retention

Investor Attraction

Competitive Advantage

Ethical Decision-making & Leadership

- Closely intertwined.
- Leaders play a pivotal role in setting the ethical tone for an organization
- Both foster a culture of integrity and responsibility



Movie Time!





Ethics & Leadership



Role Modeling

Leaders serve as role models in an organization.

Actions speak louder than words.



Ethical Frameworks

Utilize ethical frameworks to guide decision-making process

Consistent ethical decision-making across various situations



Stakeholder Consideration

Consider the welfare and viewpoints of all stakeholders.

Evaluate the long-term consequences of their decisions on stakeholders.



Creating an Ethical Culture

Promote the creation of ethics-related policies and provide the needed training.

Foster environments where ethical dilemmas and challenges discussions are encouraged.

Ethics & Leadership



Accountability

Hold themselves accountable for their decisions and actions.

Ensure mechanisms are in place to hold others accountable.



Transparency

Transparent about choices and their potential impacts.

Willing to admit when they've made a mistake and correct it.



Moral Courage

Have the courage to stand by their convictions, even if it's unpopular.

Willing to challenge unethical behaviors in others.



Continuous Learning

Recognize that the realm of ethics is complex. They remain open to learning.

Ethical leaders are willing to re-evaluate, adjust, and evolve practices.

Ethics & Leadership

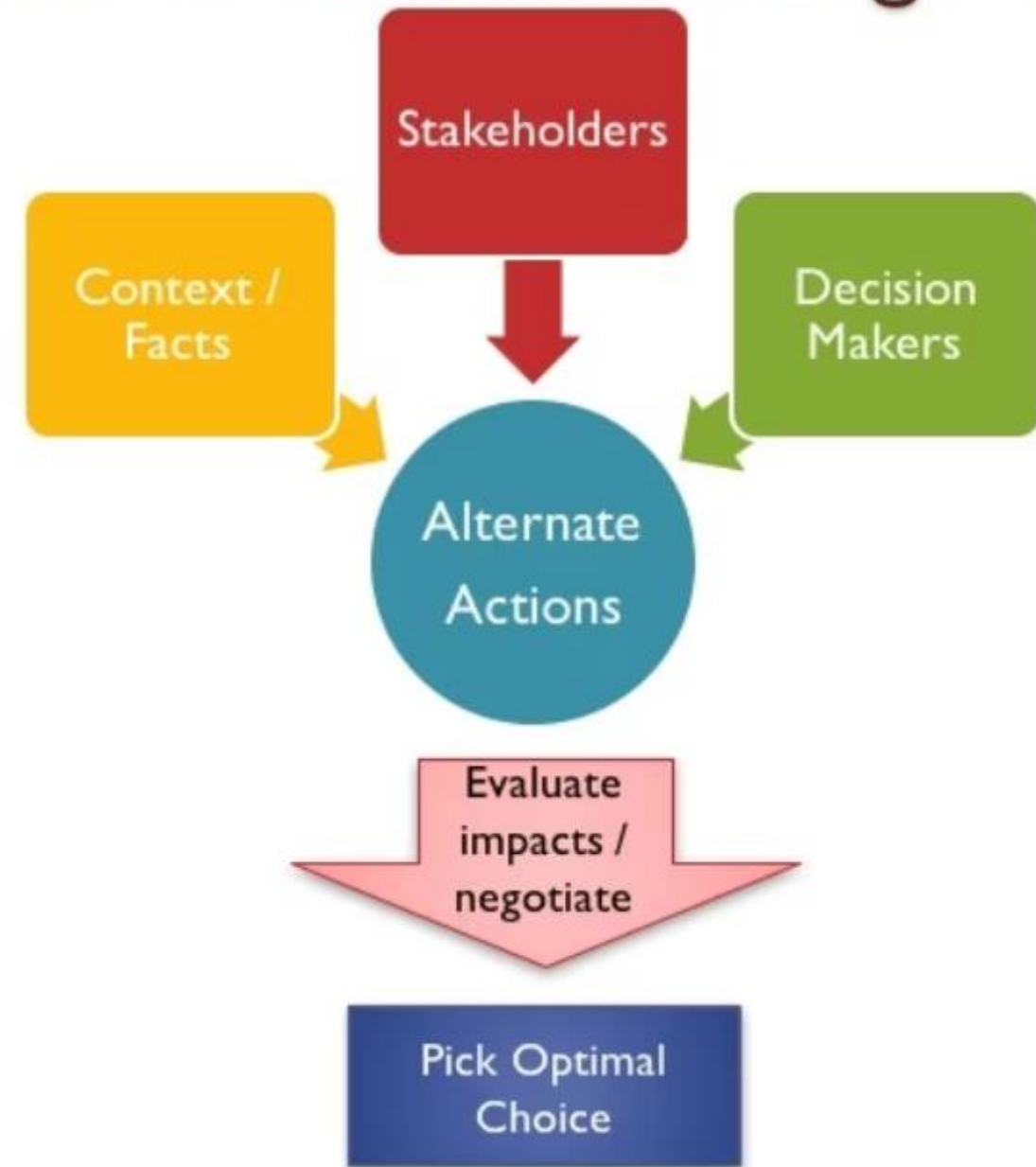


Ethical Decision-Making Model

There are various Ethical schools and frameworks.

Evaluating how **alternative** options are **impacting stakeholders** is what makes this an ethical decision-making model!

Ethical Decision Making Model



Ethics & Corporate Governance



Ethics & Fraud Prevention

I always say, if Fraud Prevention is governed by the laws,

Business Ethics is the spirit of the law!

Go Hand In Hand



Auditing Culture/ Ethics

How can Internal Auditors Audit Org.
Culture and Ethics?



Auditing Organizational Culture



Internal & External Surveys



1:1 interviews representing all levels



company values Vs. actual behaviors



Communicates the company values?



Leadership behavior observation



Whistleblowing reports on ethics and compliance matters

Auditing Organizational Culture



Who gets rewarded
for what?



Open? Safe? Reliable?



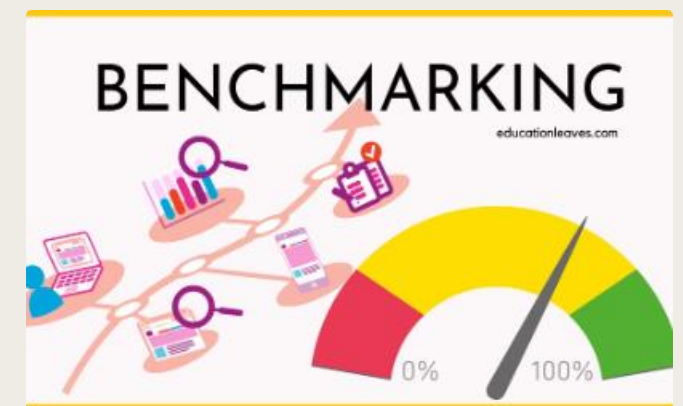
Complaints, lost deals,
fines, negative media



Why they leave us?



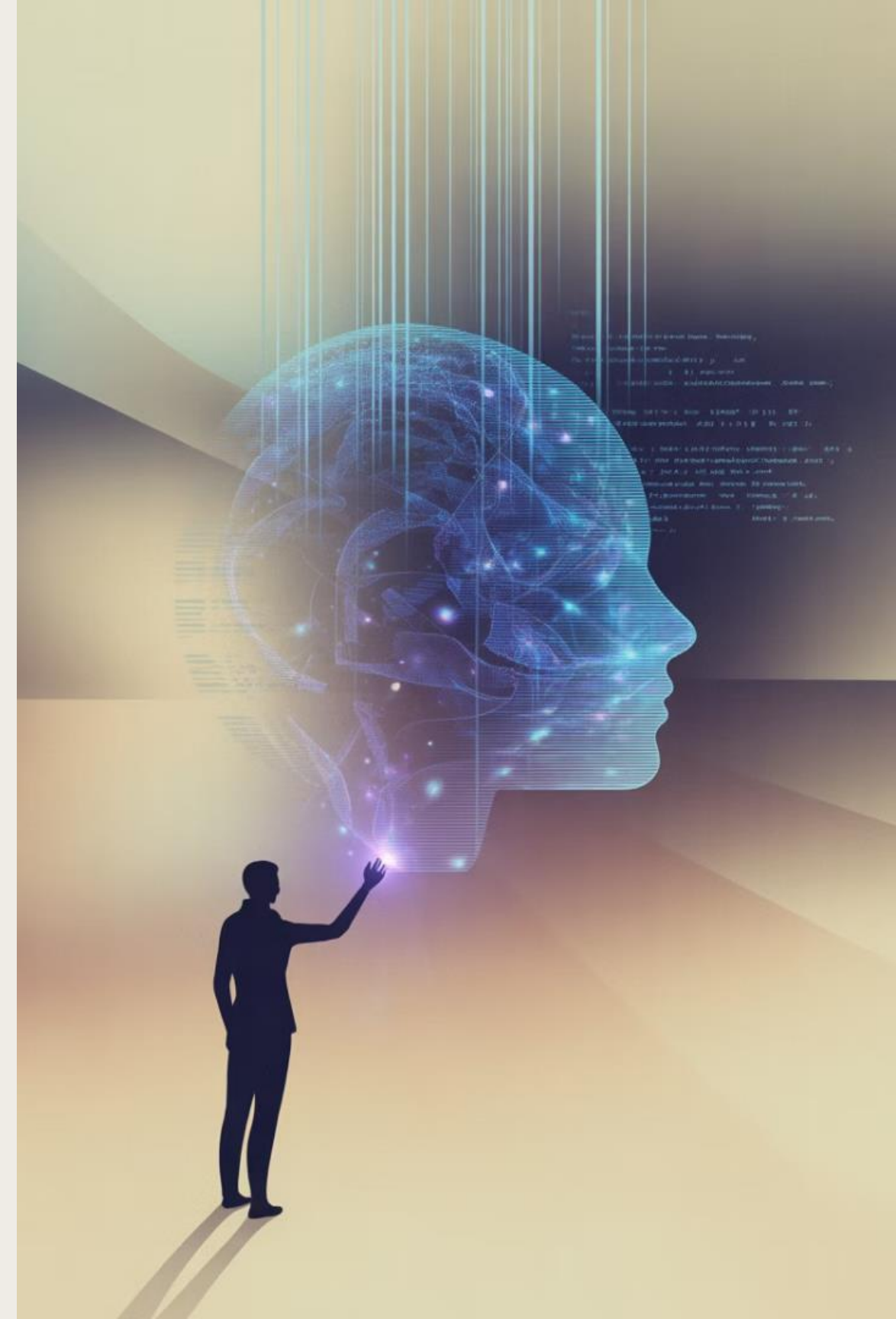
Aligned with company
values?



Against the best in the
industry

Tech Ethics

Navigating Tech Ethics and Technology Utilisation for Ethical Enhancement



Movie Time!

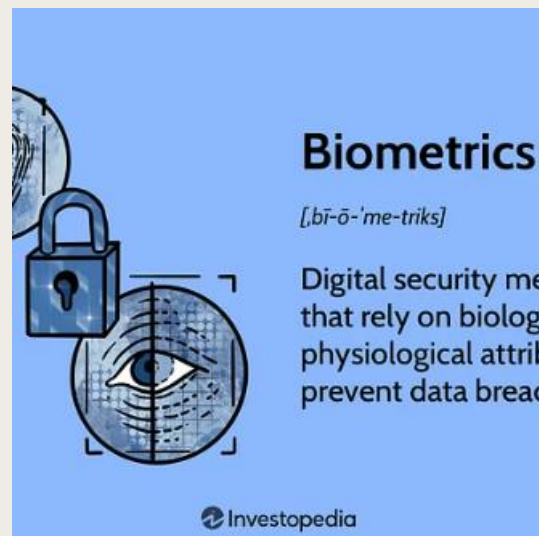
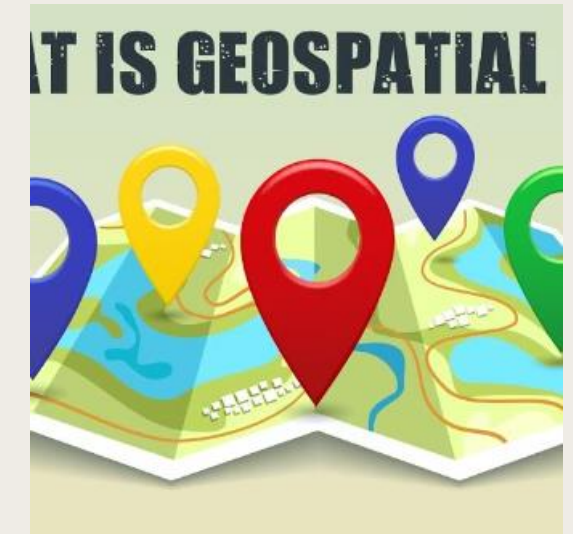
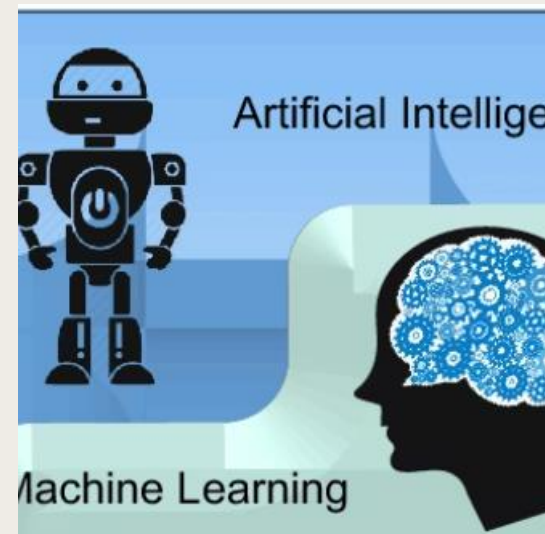




Ethics & Technology

While it may be challenging to teach AI ethical decision making,
we can still integrate and leverage technology **to support and enhance ethical culture** in organizations.

Ethics & Technology



Example of Blockchain Utilization in Insurance

Smart Contracts for Claims Processing

Setup

Each policyholder's insurance policy is encoded into a smart contract on the blockchain.

Function

When a claim is submitted (e.g., due to a car accident), the smart contract automatically accesses external data sources (like police reports, repair shop estimates, and telematics data and Geo Spatial from the car's onboard systems) to verify the claim's validity.

Execution

If the data confirms the accident occurred as reported, the smart contract autonomously processes the claim and authorizes payment, reducing the human interaction required and minimizing opportunities for fraudulent claims.



BLOCKCHAIN



Poll Question 5

An AI BOT in your company, designed to automate customer service suddenly gains self-awareness and starts offering life advice to customers instead of processing their requests.

What is the best course of action?

1. Rebrand the AI and launch it as a paid life coach service.
2. Enroll the AI secretly in an online philosophy course to further advance its skills.
3. Reset the AI to fix it but copy the old version as a private tutor with a dedicated YouTube channel.



Thank You!

Let's Connect!

