

# The Bathsheba Syndrome and You

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The Bathsheba Syndrome: The ethical failure of successful leaders by Dean C. Ludwig & Clinton O. Longenecker

# The Failure of Success

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- Ethical failures in leaders is a product of success, not pressure to perform
- Success may cause leaders to shift focus from those things that made them successful to less important issues
- Success leads to access to privileged information that may be abused
- Success leads to unrestrained control of an organization
- Success leads to inflated ego, leading one to believe they can fix anything

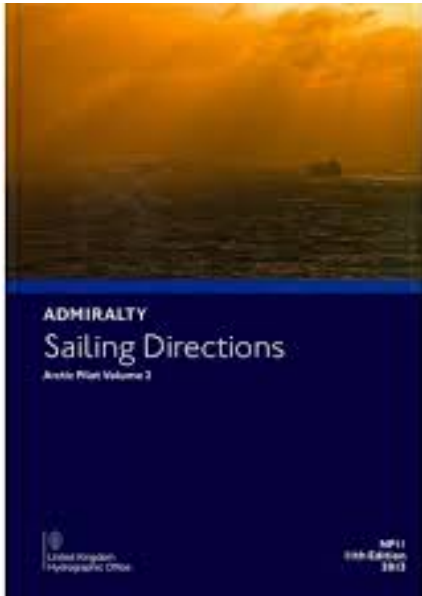


# Takeaways

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- You are where you are to focus doing what is right for your organization, not yourself
- There will always be temptations
- Unethical behavior is a conscious choice and is driven by personal gratification, not the needs of an organization
- It's impossible to be unethical and not implicate or involve others
- Cover ups always do more damage
- Not being caught doesn't mean you got away with anything
- Those who are caught are always sorry





## Sailing Directions

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1. Set the standard
2. Use moral reminders (EAs work well)
3. Seek role models
4. Be self-aware
5. Attend to “nagging feelings”
6. Fill the “Knowing-Doing” gap
7. Seek advice
8. Practice ethical fitness
9. Get out of the office
10. Listen to and value all opinions (Don’t shoot the messenger)
11. Reflect. Make time for yourself everyday
12. Be a role model (you are whether you choose to be or not!)

# Ethics Check

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## 1. Is it legal?

- Will I be violating either civil law or company policy?

## 2. Is it balanced?

- Is it fair to all concerned in the short term as well as the long term?
- Does it promote win-win relationships?

## 3. How will it make me feel about myself?

- Will it make me proud?
- Would I feel good if my decision was published in the newspaper?
- Would I feel good if my family knew about it?

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# Some Final Thoughts

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