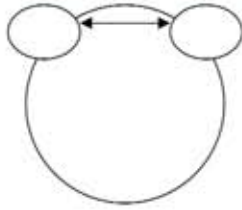


# ONE COMPANY ETHICAL DECISION MAKING

## TENSION THINKING



ANALYZE THE PROBLEM  
"EAST TO WEST"  
WITHOUT JUDGEMENT

## DANCE FLOOR/BALCONY

# 5

ANALYZE THE PROBLEM  
"NORTH TO SOUTH"  
TO LOOK FOR PATTERNS

## THREE BUCKETS OF MORAL REASONING



"RULES"



"WEIGH GOOD/BAD OVER TIME"



WHAT A GOOD PERSON  
WOULD DO

## DIALS OF RIGHT VS RIGHT DECISION MAKING



TRUTH VS. LOYALTY



JUSTICE VS. MERCY



SELF VS. COMMUNITY



SHORT-TERM VS. LONG-TERM



POLITENESS VS. AUTHENTICITY



FAIR VS. EQUAL

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- Sustainability •

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