The Five Principles of Ethical Power for Organizations

[From: The Power of Ethical Management by Kenneth Blanchard and Norman Vincent Peale]

1. **Purpose**: The mission of our organization is communicated from the top. Our organization is guided by the values, hopes, and a vision that helps us to determine what is acceptable and unacceptable behavior.

2. **Pride**: We feel proud of ourselves and of our organization. We know that when we feel this way, we can resist temptations to behave unethically.

3. **Patience**: We believe that holding to our ethical values will lead us to success in the long term. This involves maintaining a balance between obtaining results and caring how we achieve these results.

4. **Persistence**: We have a commitment to live by ethical principles. We are committed to our commitment. We make sure our actions are consistent with our purpose.

5. **Perspective**: Our managers and employees take time to pause and reflect, take stock of where we are, evaluate where we are going and determine how we are going to get there.