Unit 2

Is That My Conscience I Hear Talking ?

Success Indicator

You will evaluate your personal values and beliefs, create a "This I Believe" project to reflect your findings and identify traits that indicate honesty and integrity in business.

Life Skills Practiced

Character, Self-Responsibility, Self-Discipline

Project Skills Practiced

Identify personal values and their influence on ethics.

Introduction

Jiminy Cricket gave Pinocchio wise advice when he told him, "Let your conscience be your guide." These activities will give you a chance to listen to your conscience as you look at situations that involve your values and ethics. Your "Personal Code of Honor" will help you establish strongly held beliefs to build your reputation.

Activity 1: Where Do You Stand?

Think about each of the following actions. Mark an "X" on the line indicating where you stand on the continuum between "Should Always" and "Should Never".

How important are the following actions to you?

	Should Always		Sometimes		Should Never
1. being truthful and honest	▲	▲	▲	▲	▲
2. being reliable	▲	▲	▲	▲	▲
3. being trustworthy	▲	▲	▲	▲	▲
4. doing what's right (not just what's easy)	▲	▲	▲	▲	▲
5. speaking well of others	▲	▲	▲	▲	▲
6. being fair	▲	▲	▲	▲	▲
7. standing up for what's right	▲	▲	▲	▲	▲
8. being cooperative	▲	▲	▲	▲	▲
9. doing your share of the work	▲	▲	▲	▲	▲
10. treating others with respect	▲	▲	▲	▲	▲

E-Ship Clue

"To exercise good character daily is to be morally fit for life."
– Karen Hartz

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Activity 2: Building Your Reputation

Think of an entrepreneur's reputation as being similar to a brick wall. It must be built one brick at a time. However, it can be ruined with one wrong move, just as a crashing car can smash the wall into pieces.

Each and every customer is important to your business. Remember "The Rule of 250" (created by Joe Girard). Each person knows about 250 other people. This is your "circle of influence." Your business actions can spread quickly with that many people! If the word is positive, they and many of their friends will be back. If not, you've lost many potential customers.

My customers would say ...

My business associates would say ...

My employees would say ...

When other people talk about your business, what do you want them to say? Write down your thoughts in the talking frames.

My community would say ...

Conservationists would say ...

E-Ship Clue

As an entrepreneur, your reputation is one of your most valuable assets. From the outset, strive to maximize positive actions that demonstrate your integrity and honesty.

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