

# Ethics for the Professional in Today's World

Presented to you by:

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# What is Ethics?



**Ethics:** *A principal of right or good conduct.*

*A system of moral principals or values.*

# Why do we need Ethics?

*"It's required by the Texas Department of Public Safety - Private Security Bureau for me to maintain my security license with the state of Texas."*

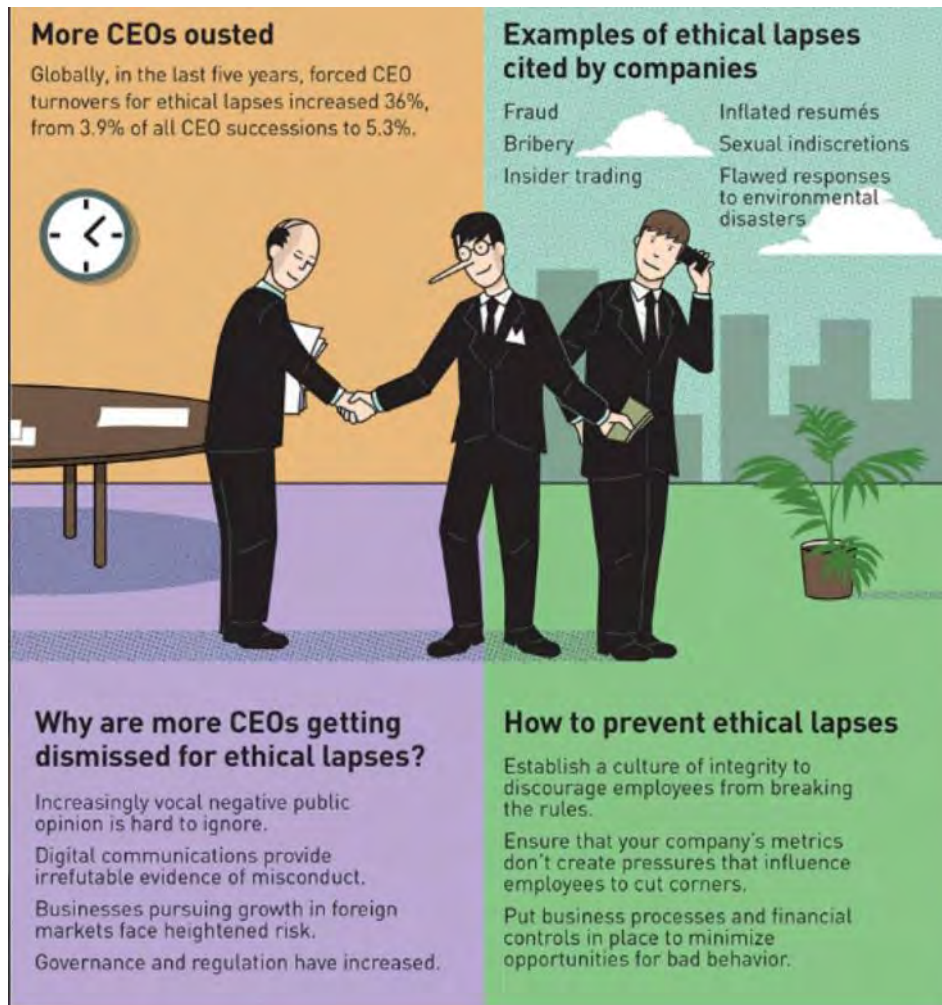
As an industry, we want to be represented to the general public to have...

- **Integrity:** *Rigid adherence to a code or standard of values or conduct.*
- **Professionalism:** *Professional status, methods, character, or standards of ethics.*

# Why do we need Ethics?

*What industry comes to mind when you think of a particular type of business with a less than impeccable reputation?*

# Ethics for the Professional in Today's World





## More CEOs ousted

Globally, in the last five years, forced CEO turnovers for ethical lapses increased 36%, from 3.9% of all CEO successions to 5.3%.



## Examples of ethical lapses cited by companies

Fraud

Bribery

Insider trading

Inflated resumés

Sexual indiscretions

Flawed responses to environmental disasters

# More CEO's ousted

*Globally, in the last five years, force CEO turnovers for ethical lapses increased 36% from 3.9% of all CEO succession to 5.3%*

## Why are more CEOs getting dismissed for ethical lapses?

Increasingly vocal negative public opinion is hard to ignore.

Digital communications provide irrefutable evidence of misconduct.

Businesses pursuing growth in foreign markets face heightened risk.

Governance and regulation have increased.

## How to prevent ethical lapses

Establish a culture of integrity to discourage employees from breaking the rules.

Ensure that your company's metrics don't create pressures that influence employees to cut corners.

Put business processes and financial controls in place to minimize opportunities for bad behavior.

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# Examples of Ethical Lapses

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*Bribery*

*Insider Trading*

*Inflated resumes*

*Sexual Indiscretions*

*Flawed responses to environmental disasters*

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**How to prevent ethical lapses?**  
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Ensure that your company's metrics don't create pressures that influence employees to cut corners.  
Put business processes and financial controls in place to minimize opportunities for bad behavior.*

# Ethical Conduct

*Would you be comfortable knowing a contractor working in your home was recently the featured story about dishonest contractors on the news?*

Ever wonder how you would look in a spotlight of social media?  
What about a negative spotlight?

# Intro To Ethical Conduct

As an employee of an electronic security company, we are all engaged in a profession that integrates your professional skills and abilities with the public's safety and security. Working with a high level of ethical responsibility and integrity will only enhance the service you deliver.

Furthermore and perhaps most importantly, every customer expects, demands and deserves irreproachable ethical and professional conduct.

**It should be Job One!**





# Ethics & Integrity Plays A Role In Every Aspect Of Electronic Security

What we want to cover and discuss today is how to make sure you perform your job in the security industry with the highest ethical standard.

➤ Have you seen on TV, news or social media where a salesperson is caught lying and/or misleading a homeowner or business owner in an attempt to make a sale?

➤ “Yes Sir, this system will protect your wife and family twenty-four hours a day!”

➤ “This one glass-break sensor will protect every pane of glass in your home!”

➤ Remember watching the investigative report where a dishonest technician replaces a part which was not bad or where the technician charges the customer for a repair that was never performed?

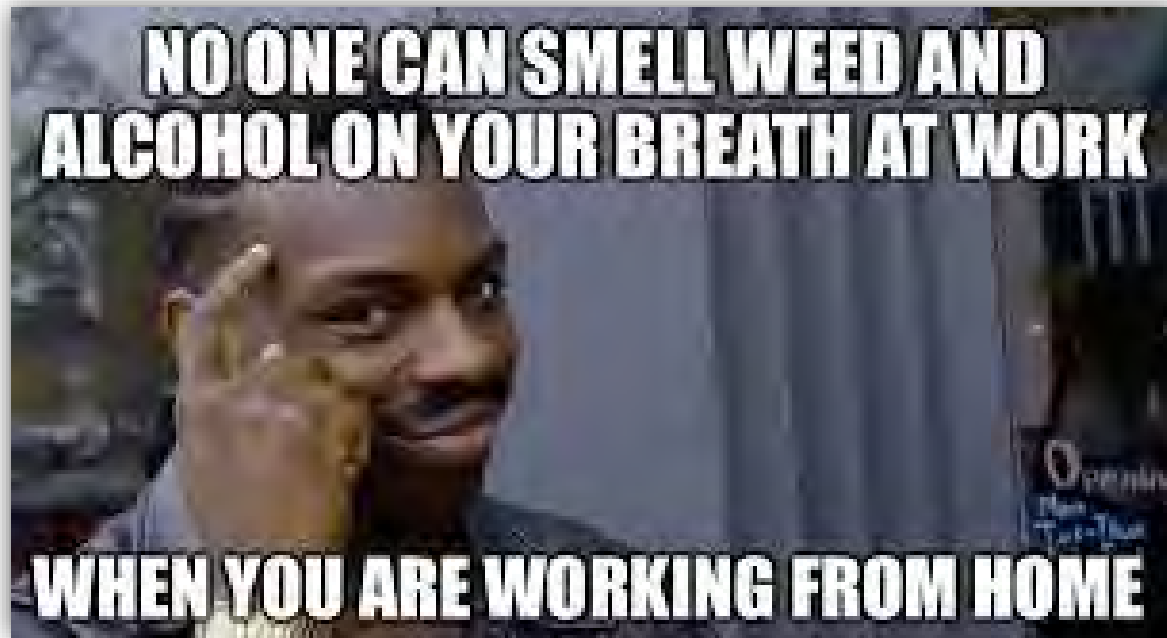
**Not only is this type of activity dishonest and unethical, it's ILLEGAL.**

# Ethical Behaviors at the Workplace



*What are some examples of unethical behavior in the workplace?*

# Unethical Behaviors at the Workplace



*No matter the workplace or workspace, your employee still needs to maintain the utmost professionalism to represent your company.*

# Unethical Behaviors at the Workplace

## Misusing Company Time

Running personal errands  
Job Search  
Vehicle Searches

## Abusive Behavior

Throwing tantrums  
Yelling at Employees  
Sabotaging Coworker

## Fail to Honor Commitments

Misleading Communication  
Hidden Terms in Agreement  
False Product Claims

## Lying

To customers  
To co-workers  
To your boss

## Discrimination

Age  
Sex  
Color

## Badmouthing Colleagues

"John is stupid"  
"Suzy has BO"  
"Bob is the laziest person"

# Unethical Behaviors at the Workplace

## Misleading Behavior

"I didn't drill that hole in your roof."

Cooking the books (accounting)

Taking credit for coworker's work

## Internet Misuse

House Search

Job Search

Vacation Search

## Fostering Unethical Conduct

Sexual Harassment

False Advertising

Not following through on promises to customers

## Lying to Employees

Wages

Hours

Personal Advancement

## Theft

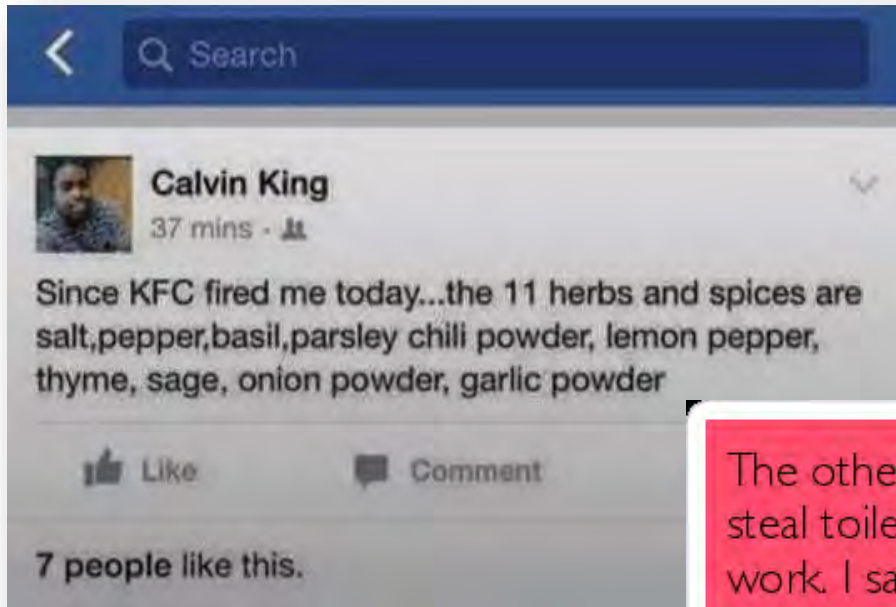
Office supplies

Saving work for overtime

Fudging on time cards



# What are your thoughts on the following...



## Ethical? Integrity? Professionalism?

# Public Safety

➤ The public (our customers) is relying on us to provide burglary and fire detection and the like. Otherwise, they would have never expressed an interest in our product or service.

➤ Do you know the difference between detect versus protect?

- **Protection:** The act of protecting.  
To keep from harm, attack or injury.  
To guard.

- **Detection:** The act of finding out or the fact of being found out; discovery, as of something hidden or obscure.

# Public Safety

- As an industry we do not “protect” anything; however if we perform our jobs flawlessly, we do “detect” the presence of the “Bad Guy” or the “Bad Event”.
- Use care and caution when using terms like protect, protection or protected by.
- Security is one of the few jobs where you CAN make a difference.
- A job well done will deter criminal activity and will reduce losses.
- A job NOT well done will be a nuisance, cause false alarms, and can lead to losses and injuries, or worse....

# Ethics in Today's World

*Is it possible to “not really care” and still do a “good job”?*



# The Electronic Security Professional

As we all sit in this class today, we are all Security Professionals of some sort.

- Salesperson
- Installation Technician
- Service Technician
- Administration & Office Staff
- Central Station Staff
- Business Owner

Regardless of which role each of us play, in one way or the other we all influence what our customers think of us, our employer and the industry in which we earn our livelihood.



# The Perpetual Professional Image

*You have someone at your office doing a cold call or there for an appointment. Which are you more likely to take seriously?*



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# The Perpetual Professional Image

*As the old adage goes; you only get one chance to make a first impression, for you and your company.*

- Look the part - dress to the level of professionalism that you want to be seen as.
- Conduct yourself in the manner you would expect if you were the customer paying the bill.
- There is a time and place for personal phone calls, updating your social media, arguing with your spouse, etc. Be very assured; that time and place is NOT while you are on the job!
- Treat the customer with the utmost respect - they are in effect, signing your paycheck!

# The Perpetual Professional Image

- Members will always follow professional codes of conduct.
- Members will always educate themselves and the customer - before and after the sale.
- Members will never break the rules. Members don't lie, mislead, deceive, etc.
- The Perpetual Professional will sleep well at night, with the assurance that if and when their work habits and conduct are examined under the proverbial microscope (and sooner or later we all are), they will be recognized for their honesty, integrity and ethical behavior.

# A “Perpetual Professional”



- ▶ Posted to Facebook in 2013 by Taco Bell employee
- ▶ Employee's response...  
*“We were not even in the food area! If you can see in the back it's the soda machines...”*
- ▶ Ridgecrest, CA



# Earning Respect at your Workplace

*Have you ever been tasked with selling yourself?*

*What qualities would you look for in others and do you pose those same qualities yourself?*

# Respected at your Workplace?

Here's some ideas on how to foster respect at work.

**Body Language:** Stand tall and show confidence so that your words resonate with your audience.

**Be On Time AND Present:** Both show attention to the job, and without them, respect will be lost.

**Be Welcoming and Engaging:** Don't sit at your desk with headphones in and act as if you are put out when someone approaches you at your desk.

# Respected at your Workplace?

Here's some ideas on how to foster respect at work.

**Listen Carefully:** You have 2 ears and one mouth for a reason. Whether it is a personal issue or work issue, showing care and understanding is key.

**Show Passion:** Whether you are a project manager or a supporting role, your dedication will not go unnoticed.

**Share your Ideas:** Being confident and taking initiative will go a long way.



Denial Sloss (Rohit)  
@rohitshah197

Guys, what's a random scam you pulled off at work? A client once found our 30 page report too long. So I reduced the font size by 2 points and the report was 22 pages. He saw it and was like "guys this is fantastic"



# Proper Etiquette on Email & Text

Don't over-email - Don't send chain emails. Don't send comedy videos. Your coworkers need to know your emails have valuable content.

Keep it short and sweet.

Be clear and concise - Unless you know the receiver very well, steer clear of too many jokes or ironic references that can be misunderstood or cause offence.

Grab attention - Think about the subject line you choose. It should command colleague's respect and make them notice from the first line.

Follow proper email etiquette - Manners Matter! A proper greeting, sign offs and right level of formality are essential.

CHECK BEFORE YOU SEND! Don't respond to all unless absolutely necessary. Make sure you are not forwarding other's emails that may have confidential information or derogatory information.

# Proper Etiquette on Email & Text



*Respect your customer's data. Don't leave it haphazardly visible to the public or share it with spammers! Be careful of who has access to this data.*

# Proper Etiquette on Video Calls

Don't hog attention - Take pauses and allow others to contribute

Show praise for others - When colleagues are separated, you can still show support and appreciation during conference/video calls through kind words and congratulations

Be patient - Some are a whizz on digital platforms, but not everyone is. Getting agitated at someone's struggle won't win respect, but being kind, considerate and offering help will.

Be prepared - Excuses or lack of preparation. So much of our time is on the computer, so there's no hiding. Prepare to impress from the start.

Get Dressed - Dressing professionally in a work environment will demand respect and the same applies to video calls.

What's your background - Not everyone has a dedicated home office, so make sure your background is free of clutter and tidy.



# Do Your Best...

## For Your Employer

- Promote customer satisfaction.
- Being the “Company Man” is not necessarily a bad thing. This is not to insinuate that one should blindly follow the crowd; but it is intended to illustrate that every employee owes a duty and responsibility of dedicated work and ethical conduct to their employer.

## For Yourself

- Earns you the reputation of a top notch professional in your field.
- Increases your growth and enhances opportunities within your company and/or overall career.

Give both yourself and your company the reputation that you want:

**The Perpetual Professional!**

# Promote Ethics & Integrity In Your Area

- Work with the local Police and Fire departments to carry our load and responsibilities.
- Promote the industry's integrity through involvement in our local, state and national trade associations.
  - North Texas Alarm Association - [www.NTAA.org](http://www.NTAA.org)
  - Houston Gulf Coast Alarm Association - [www.HGCAA.org](http://www.HGCAA.org)
  - South Texas Alarm Association - [www.SouthTexasAlarm.com](http://www.SouthTexasAlarm.com)
  - Texas Burglar & Fire Alarm Association - [www.TBFAA.org](http://www.TBFAA.org)
  - National Electronic Security Alliance - [www.NESAUS.org](http://www.NESAUS.org)
- Work within your local community and local associations to promote ethics and integrity in our industry.
- After all; it's your reputation, livelihood and paycheck!

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# Sales - Install - Service Ethics

- Educate yourself on products for proper utilization of the system for your customer.
- Don't over-sell a device or product. If it will not do the job, say so. One size does not fit all.
- Work as if it was your own home, and leave it better than what you found it.
- Inform your customer of the contract's terms and conditions and especially their obligations under the agreement.
- Make sure the customer is comfortable with the proper use of the system operation after completion.

# Legal Ramifications of Poor Ethical Behavior

*Do you remember a job or event where you did not do your best?*

*Did you learn from the mistake, or did you just dismiss it as “not important”?*

# Legal Ramifications of Poor Ethical Behavior

- Substandard work leads to faulty systems.
- Faulty systems lead to losses or injuries for customers.
- Losses or injuries for customers lead to legal actions affecting your company and employees, and even the electronic security industry.
- Potential for loss of license for company and/or employee for code or law violations.
- Fact is, poor ethical behavior is equivalent to the road map to disaster; for you, your employer, your family, your former customer, and the industry as a whole.

*Wouldn't the world be better if we  
all struggled like this to lie?*



Try to tell a few lies, but do it really poorly. Confess to being a terrible liar. Do this periodically for things that don't matter. Actual lies go undetected.



# Company Owners & Managers

- An electronic security company has a responsibility and duty to ensure that all its employees are trained and competent in their duties. In Texas, it's the law.
- Accordingly, train employees and do so continually - don't skirt the Level 1 training requirement or the required bi-annual CEUs. If you do, you are only shortchanging your company and the consumers of Texas. Besides, well trained employees and staff make for low risk operations and higher profits.
- Register employees - don't be the bad guy who gets caught. You can be assured that your competitor will report your law violations if they learn of them.
- In Texas you are not just in the recurring-monthly-revenue business; you are also in the PUBLIC SAFETY business. Do your job right!

*If you know of a business not abiding by the Rules and Regulations that your company must follow, contact the Texas Department of Public Safety Regulatory Services.*



# Tips to Remember

- You have two ears and one mouth; use them proportionately!
- Listen to a customer's statement so as to clearly understand the concern or issue.
- Pause to script out in your mind the correct, accurate and honest response.
- If and when you are tempted to "fudge", remember there will probably be consequences involved in doing so.
- Treat the person you are dealing with, with the same respect and honesty you would want and expect.

# Tips to Remember

- Comments about your competitor should be avoided. After all, you don't work for your competitor and you most likely will not have your facts correct when speaking of them. Take the high road; sell yourself!
- Again; if you don't tell the truth, you might find the local news media telling the truth at your expense and using you as an example of who not to call for honest dealings.

# Tips to Remember

➤ Confessing the bad news is sometimes difficult; try using a little tact with an apologetic approach. It will go much further than a cold blunt reply.

**Good Example:** “I recognize you expected the system to work this way, and that we may have mistakenly led you to believe it would; however, the system will not work in that manner. I apologize that we misinformed you.”

**Bad Example:** “Look, I never told you the system would perform that task, nor will it. You misunderstood me when I described that particular function.”

# Tips to Remember

- Up the stakes! There is a good chance your competition will perform somewhere below perfection. If perfection is your target, you'll win.
- *Enhance your knowledge about your product offerings. Ever hear "Better Ingredients, Better Pizza"? Change the products and the concept works the same in the electronic security industry as well.*
- *If you take anything from this program today; take with you the knowledge and understanding that honesty and ethical behavior will always prevail over the alternative.*
- The bonus of honest and ethical behavior is a good nights sleep (and perhaps even staying out of jail)!



Got ?  
Ethics

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