

The Oklahoma Business Ethics Consortium



PROMOTING OKLAHOMA VALUES OF INTEGRITY AT WORK SINCE 2003!

BE THE DIFFERENCE • WWW.OKETHICS.ORG

AGENDA • JUNE 13TH, 2018 • OKC CHAPTER

I. Welcome & Kudos —

Shannon Warren

OK Ethics Founder/CEO

II. Guiding Principle — Daniel Yunker

Strategic Planning Manager, Kimray, Inc.

Vice President, OK Ethics Board

(See page 8 for Guiding Principles.)

IV. Upcoming Events —

Shannon Warren

• November 7 – Sarita Maybin

Stop the drama! "If You Can't Say

Something Nice, What Do You Say?"

III. Discussion Topic —

Shannon Warren

OK Ethics Founder/CEO

So that each person at your table has an opportunity to share their insights, please keep comments brief and on track when participating in the table discussions.

Each of us is responsible for the continuous development of character. To that end:

A. What are the key aspects of respectful, civil dialogue? (Especially important when engaging with someone who disagrees with your point of view.)

B. Provide an example of when you or a friend posted something on social media that turned out to be incorrect. What actions did you take after discovering the error?

V. Self-Introductions

(See page 4 for bios.)

Tim Hast, Executive Coach with Encore Life Skills

Dick Pryor, General Manager for KGOU and former news anchor for OETA.

Cherokee Ballard, ONE Gas; Manager, Distribution Company Communities

Ted Streuli, Associate Publisher for The Journal Record

VI. Panel Presentation: "Discovering the Truth"

UPCOMING EVENTS

— OKC CHAPTER PRESENTS —



SARITA MAYBIN

Author, International Speaker and Communication Expert

Stop the drama!

"If You Can't Say Something Nice, What Do You Say?"

Co-hosted by

Southern Nazarene University

CHARACTER | CULTURE | CHRIST

NOVEMBER 7TH

SUMMER BREAK IN JULY.

RESUME IN AUGUST.

STAY TUNED!

Join Now! Contact Shannon at (405) 858-2233 or via email at okethics@okethics.com.

REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.

CPE Recommendation: Program is recommended for 1 credit in Ethics at the basic level for CPA's responsible for ensuring ethical behavior, either formally or informally, in the workplace. Emphasis is on cultivating character traits of truthfulness, respect and self-control. This is a non-technical learning activity that contributes to the general, professional competence of a CPA. It is the responsibility of the individual CPA to make the determination as to relevance to his/her individual practice.

Did you know that 501c3, non-profit organizations can join for free at the Frontier level?
Vision: To be recognized as a statewide and national forum for promoting business ethics.

PINNACLE MEMBERS



NAVIGATOR MEMBERS



STAR MEMBERS



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HELP! VOLUNTEERS NEEDED

Time Commitment:

3 hours
per month

Pay: \$0

Qualifications:

Pleasant, helpful, gracious and reliable. Must be an enthusiastic OK Ethics member

Benefits:

Priceless Appreciation for achieving OK Ethics vision

Interested? Contact These OK Ethics Leaders:

Volunteer Coordinator: **Sally Boyd** at (405) 272-1858 or via email at SBoyd@wdoil.com

Ambassador Team: **Daniel Yunker** at dyunker@kimray.com

VOLUNTEER APPRECIATION:

OK Ethics relies primarily on volunteers to achieve the organization's successful pursuit of Oklahoma's values of integrity at work. It takes leadership and teamwork to host these exciting events and we salute your dedication in achieving OK Ethics' mission! Listed below are today's volunteers who consistently provide service to our members:

AGENDAS:

Many thanks to the volunteers from **Metro Technology Centers** who provide our monthly agendas.



AMBASSADOR TEAM:

These friendly people welcome our guests each month and assist in helping them locate seats. They also arrive early to help distribute agendas and assist with name tags.

Special Thanks to Sally Boyd, Volunteer Coordinator. Please contact Sally at (405) 272-1858 or via email at SBoyd@wdoil.com if you wish to volunteer for the Ambassador team.

Daniel Yunker	<i>Kimray, Inc.</i>	<i>Ambassador Chair & VP, OK Ethics Board</i>
Sally Boyd	<i>Duncan Oil</i>	<i>Volunteer Coordinator</i>
Bob Byrne	<i>Boeing (Retired)</i>	<i>Ambassador</i>
Thad Chance	<i>Accounting Principals</i>	<i>Ambassador</i>
Sarah Espinosa	<i>Mosaic Personnel</i>	<i>Ambassador</i>
Valorie Hodges	<i>Valir Health</i>	<i>Ambassador</i>
Wendy Imes	<i>Duncan Oil</i>	<i>Ambassador</i>
Rachel Olsen	<i>Devon</i>	<i>Ambassador</i>
Bobby Redinger	<i>Timberlake Construction</i>	<i>Ambassador</i>

REGISTRATION TEAM:

These dependable individuals diligently record our guests' attendance and handle the collection of fees:

Mark Neumeister	<i>D.R. Payne & Associates</i>	<i>Registration Chairperson</i>
Marvinette Ponder	<i>Devon Energy</i>	<i>Registration Team Leader</i>
Mary Vaughn, CPA	<i>JMA Energy</i>	<i>Assistant Chairperson</i>
Aleena Chaudry	<i>Devon Energy</i>	<i>Prepaid Registration</i>
Lucius Crandall	<i>SandRidge Energy</i>	<i>Prepaid Registration</i>
SunYoung Kim	<i>Devon Energy</i>	<i>Prepaid Registration</i>
Tiffany Starnes	<i>Devon Energy</i>	<i>Prepaid Registration</i>

OTHER INITIATIVES:

Jalisha Petties*	<i>Accounting Principals</i>	<i>Senior Member Care Team Member</i>
Susan Loftin*	<i>Parker Lynch</i>	<i>Member Care Team Member</i>
Cherry Wilson*	<i>Parker Lynch</i>	<i>Member Care Team Member</i>
Creative Photo Video Inc.*		<i>Videography</i>
Brad Holt*	<i>Factor 110</i>	<i>Nametags</i>
Phillip Grimes*	<i>The Creative Guy</i>	<i>Agenda Design</i>

*Paid Service Provider

MANY THANKS TO OUR HORIZON MEMBERS:





OKC CHAPTER PRESENTS **SARITA MAYBIN**

Author, International Speaker and Communication Expert

Stop the drama! "If You Can't Say Something Nice, What Do You Say?"

Sarita Maybin is an international speaker and communication expert whose audiences have fun learning how to stay positive, constructively confront tough communication situations and work together better. Sarita's clients include Hewlett Packard, Kaiser Permanente, Los Angeles County, Department of Navy and the Las Vegas Convention Center among others. Since 1993, Sarita has spoken at conferences, companies and campuses in ALL 50 states, Puerto Rico, Mexico, Jamaica, Canada, England, Asia, and Iceland.

We've all been told, "If you can't say something nice, don't say anything at all." Yet there are times when we may need to tactfully clue someone in without embarrassment, deflect the negative comments of a well-meaning friend or let someone know that what they're doing drives us crazy. And we want to do it without destroying the relationship.

If You Can't Say Something Nice, What Do You Say? is a communication book provides practical approaches and actual phrases that can be used immediately to deal with everyday communication drama at work and at home.

Co-hosted by | **Southern Nazarene University**
CHARACTER | CULTURE | CHRIST

NOVEMBER 7TH

INTEGRITY MATTERS!

CULTURE & ETHICS OUTCOMES

Compared to employees in strong cultures, employees in weak cultures are:

- Three times more likely to say they experienced pressure to compromise standards
- Three times more likely to say they observed misconduct
- 41% less likely to report observed misconduct
- 27% more likely to say they experienced retaliation after reporting misconduct

According to the 2018 Ethics and Compliance study:

EMPLOYEES ARE EXPERIENCING GREATER PRESSURE TO CONFORM TO LOWER STANDARDS THAN EVER BEFORE.

Little progress has been made to implement one of the most important strategies for mitigating wrongdoing.

The single biggest influence on employee conduct is culture.

In strong cultures, wrongdoing is significantly reduced. Yet only one in five employees indicate that their company has such an environment. This status remains largely unchanged over the past decade. Furthermore, in 2017, 40% of employees believed that their company has a weak or weak-leaning ethical culture; a trend that has not notably changed since 2000.

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ABOUT OUR PRESENTERS:



Tim Hast

Executive Coach with Encore Life Skills

Tim provides organizational training, development, and coaching services in leadership, listening, communication, conflict management, mediation, and team building. His work is based on training and facilitating trust-based relationships. He is an authorized partner with Wiley and Sons for both, *Everything DiSC* personality assessments, and *The Five Behaviors of a Cohesive Team*.

Tim discovered from running his own business for many years that a manager can make or break an employee. Tim observed that as in most relationships, both personal and professional, relational problems are rooted in poor communication that often leads to conflict. And great listening is the key to correcting poor communication patterns. He now uses the skills he first learned as a business owner and counselor to coach and train people in the workplace.

Tim is the author of, "Powerful Listening. Powerful Influence. Work Better. Live Better. Love Better."



Dick Pryor

General Manager for KGOU and former news anchor for OETA.

Dick Pryor is general manager of KGOU Radio, which serves more than one million Oklahomans with news, public affairs and entertainment programming. KGOU - Your NPR Source - is a community supported service of the University of Oklahoma Outreach.

Pryor has more than 40 years of experience in television, radio, public relations, law and government service. He earned a B.A. in Journalism and a J.D. from the University of Oklahoma.

In 2015, he was chosen a Distinguished Alumnus of the Gaylord College of Journalism and Mass Communication at OU. Pryor was inducted into the Oklahoma Journalism Hall of Fame in 2009.



Cherokee Ballard

ONE Gas; Manager, Distribution Company Communities

Cherokee Ballard is an accomplished journalist, author, public speaker and communicator, but most of all, a proud Oklahoman.

Born in Tulsa, raised in Oklahoma City, she spent more than 25 years in television news as an anchor and reporter. Her stories included everything from the Oklahoma City bombing, to breaking news, death row executions and exposing critical social issues like child abuse. But perhaps her favorite stories centered on those helping others by sharing her personal journey with cancer. In 1999, diagnosed with Non-Hodgkin's Lymphoma, she documented each step in a weekly award-winning series called, Cherokee's Journal: Lessons in Living with Cancer. In 2008, the Oklahoma Chapter of the Leukemia/Lymphoma Society named Cherokee as Woman of the Year. She's also been honored by the Cherokee Nation as a Medal of Honor winner and was featured in the Smithsonian museum in Washington, DC, as a Contemporary Cherokee community leader.

In 2008, she changed careers and gained insight into the public relations and crisis communications world as the Public Information Officer for the Oklahoma Medical Examiner. Since 2011, she has represented Oklahoma Natural Gas as the Communications Manager.



Ted Streuli

Associate Publisher for The Journal Record

Ted Streuli has worked at newspapers in California, Texas and Oklahoma over the past 30 years and has been the editor of *The Journal Record* since 2004.

He is the incoming president of the Oklahoma Press Association and has served on the boards and committees of many nonprofits including The Colby Foundation, Campfire, Possibilities Inc., Harding Fine Arts Academy, the YWCA, Leadership Oklahoma, The State Chamber, and the Oklahoma City Chamber. He has won numerous journalism awards as well awards for business ethics and national recognition for his work in mental health. Each week Ted can be heard on several Oklahoma radio stations and seen on OETA's Oklahoma News Report.

PRESENTATION OUTLINE:

I. Why does the truth matter?

II. What is the role of professional journalist in reporting the news and how has social media changed the landscape?

III. Discovering Truth —

- Detecting obstacles: confirmation bias; blind spots
- Pitfalls: Word subtleties and context; misleading headlines
- Challenges: Timing, speed and accuracy

IV. What is “fake news” — a cultural phenomenon?

- Definitions (panel)

V. Exposing the Truth

- Tenets of civil, diplomatic dialogue

VI. Good Citizenship and the Truth

- Be courageous
- Be thorough — use reliable fact-checking sources: Snopes and AP’s debunking link
- Use discernment in sharing posts/news
- Consider the credibility of the source

View on YouTube!

Check out OK Ethics own YouTube channel for past programs, including today's event. A sampling of past speakers on YouTube include ***President Ford's son Steve, Devon's CEO Dave Hager, C3's CEO Dr. Nathan Mellor and Kimray's CEO Thomas Hill.***

Many others available!

GENERAL PROGRAM DISCLAIMERS:

LEGAL: Members of the Oklahoma Business Ethics Consortium frequently share information concerning various issues and developments that may have legal implications. The discussions, commentary, and handouts at Consortium meetings or presentations to other organizations are for general informational purposes only. They cover only some aspects of the subject topic, and do not constitute a complete legal analysis of the topic or how it might apply to any particular set of facts. Before taking any action based on information presented during a Consortium event, participants are encouraged to consult a qualified attorney.

CPE'S: From time to time, Continuing Professional Education credits are offered. Because OK Ethics relies heavily on volunteers to provide these, we do not have the manpower to send certificates after the program is completed.

REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.

PHOTOGRAPHY: Occasionally, photos of the event are made and these may be posted on the OK Ethics website or Facebook page. By attending the program, participants tacitly understand and agree to this process. If preferences are otherwise, please notify us at okethicsadmin@okethics.com or okethics@okethics.com or call (405) 558-1996 and we will be happy to comply with your wishes.

PRESENTATION STANDARDS:

The observations and comments of presenters at Consortium meetings and networking are the views and opinions of the presenter and do not constitute the opinion or policies of the Consortium or any of its members. Presenters are respectfully requested to honor OK Ethics Guiding Principles as well as avoid profanity, preaching, politics, put-downs and self-promotion during their lectures. To ensure accountability, participants are invited to evaluate each program according to these and other standards.

Visit okethics.org for resources, videos, articles and to see who's who.

20 QUESTIONS: FINDING A NEWS SOURCE YOU CAN TRUST

When evaluating a source of news and information, professionalism, ethics, accuracy, reliability, transparency, fairness, objectivity and honesty matter. Use these twenty questions (in no particular order) as a guide when determining trustworthiness.

- **How long has the news entity been in business?** Organizations that have stood the test of time are more likely to be reliable.
- **Who is their audience?** In my opinion, organizations that are intended to appeal to broad audiences are generally more likely to be fair than those targeting specific audiences and appealing to special interests.
- **Do they belong to a professional association?** Trustworthy news organizations typically do.
- **Do they subscribe to and operate under a code of ethics?** Professional news organizations and reporters are up-front about their commitment to ethics, and take it seriously. Real journalists commonly adhere to codes of ethics from the Society of Professional Journalists, Radio Television Digital News Association and ethical standards developed by their own governing organizations and professional membership associations.
- **What do they do when their reporters make a mistake?** Professional news organizations promptly retract or correct mistakes and discipline reporters and editors who make egregious or consistent mistakes and violate rules of ethics.
- **Do their stories use multiple sources?** Use of anonymous sources is not unprofessional. In fact, it is often the only way stories can be developed. But, trustworthy news organizations go to great lengths to confirm facts and statements through multiple sources. Their stories will prove that dedication.
- **Are photos identified and attributed?** Proper identification of people in photos and disclosure of the source of images are critical to providing accuracy and context.
- **Do they disclose their parent organization and/or governing board?** Transparency illustrates values that guide editorial decision-making. “Reporting” supported by advocacy groups and political special interests (or undisclosed groups) is less likely to be accurate, fair and trustworthy.
- **Do they employ professional journalists with relevant newsgathering, editing and presentation experience?** Trustworthy news organizations are more likely to hire journalists and commentators with appropriate education, skills and work experience.
- **Do they produce “news” or “opinion”? Do they label opinion?** Blurring news and opinion confuses news consumers. Part of a journalist’s job is to interpret facts, but trustworthy organizations try to be clear about when their journalists are providing their own personal opinion, commentary or opinions of others.
- **Are they advocates for causes, issues, candidates or parties?** Trustworthy news organizations and reporters avoid conflicts of interest. Ethics codes are clear about the necessity of professional journalists to avoid actual or perceived conflicts of interest that may lead to bias.
- **Do they have access to newsmakers, thought leaders and government decision makers?** If so, that suggests important news sources view them as credible and trustworthy. Access reinforces journalists’ professional status.
- **Do they use “loaded” words?** Pay attention to the words news sources use. Journalists who are not commentators, analysts or opinion writers take great pains to avoid loaded words that suggest advocacy for a position or inflame emotions.
- **Do they brand themselves as a professional organization?** Mission statements and core values suggest a news entity supports the search for truth and practice of journalistic integrity.
- **Do they have a “real” office?** Even in today’s virtual workplace world, news organizations that can be trusted have a public-facing office and can easily be contacted. Fair, public service minded organizations encourage citizen input and feedback and are responsive to criticism.
- **Do they provide a forum for competing viewpoints?** News organizations that can be trusted provide an opportunity for differing opinions on matters of public interest. Stacking the deck in quality or quantity suggests bias and an editorial agenda.
- **Over time, do they seem to operate ethically and fairly?** Consistent quality and professionalism matters and should be judged over an extended period of time, rather than through a brief “snapshot.”
- **Do other journalists view them as “journalists”?** Journalists are a picky bunch. If they shun a reporter or an organization, take note.
- **Do they enter and receive awards in professional competitions?** Real news organizations and reporters do this. See above.
- **Is their “interpretative reporting” supported by commonly accepted facts and/or professionally obtained information?** This one requires some work on the part of news consumers. Check out sources listed (or linked) and whether other news organizations are reporting similar stories. Lack of attributed sources, use of questionable data and failure of other organizations to develop or repeat the story suggests it may not be credible.

Source: Dick Pryor
General Manager, KGOU Radio

GUIDELINES FOR DISTINGUISHING BETWEEN “FAKE NEWS” AND REAL NEWS

- **(Does the) URL look odd?** If so, it’s probably a phony news site. Click the “about” link and see if it leads to a credible source.
- **Does it make you mad?** False reports often target emotions.
- **If it’s real, other news sites are likely reporting it.** If not, it may not be real.
- **How is the writing?** Real news writing is punctuated properly.
- **Who are the writers and the people in the story?** Google them and find out.
- **What are fact-checking sites like Snopes.com and FactCheck.org finding?** Check it out.
- **It might be satire.** Is the site, or the writer, satirical or just stating opinions?
- **Think twice before sharing.**

Source: Carolyn Thompson
The Associated Press

FIVE STEPS TO A GOOD DECISION

When You Must Make a Crucial Decision:

1. **Be aware of your emotions.** Your emotional state has an influence on how you perceive truth.
2. **Be aware of your assumptions.** You can mistake assumptions for facts.
3. **Sort out fact from fiction.** Create a checklist of questions to ask to filter out fiction.
4. **Arrive at a conclusion, make a decision.**
5. **Create a plan for implementing that decision**— plan each step of the way

TIPS ON HOW TO HAVE A CIVIL AND PRODUCTIVE CONVERSATION

- Avoid loaded words (“reform,” “illegals,” etc.), slurs and name-calling
- Don’t make it personal: talk about issues and ideas, not people
- Avoid “you” statements
- Be informed and specific – focus on facts, not emotions
- Be inquisitive and show interest through positive body language
- Think before you talk and choose your words carefully
- Listen...really listen
- Avoid saying “we can just agree to disagree” – which blocks further discussion – instead, focus on areas of agreement and build on them
- Ask open-ended questions such as “WHY?” and “HOW?”
- Admit if you are wrong or do not know
- Be sincere
- Be respectful of the other person’s sensitivities
- Don’t ridicule or try to change the other person’s values
- Use non-threatening tone of voice and gestures; respect physical space
- Conversation is not a zero-sum game: seek common ground, not individual victory
- Focus on solving problems and reaching consensus
- Remember that controversy and conflict can be productive

Source: Dick Pryor
General Manager, KGOU Radio

GUIDING PRINCIPLES

Adopted July, 2004

To ensure that the Consortium fosters positive characteristics of integrity in the successful achievement of its goals, these Guiding Principles were discussed and adopted (with revisions) during a milestone planning session held by Consortium leaders in Stroud on June 18, 2004. These principles were developed based on the Character First's values and philosophies.

RESPONSIBILITY TO SELF AND OTHERS

Service

- Passion for promoting ethics and integrity
- Encouraging the promotion of ethical behavior through personal actions and
- Sharing ideas and resources
- Responsibility and accountability for fulfilling the mission of the Consortium.

Collaboration

- Achievement of common goals through the promotion of ethical, mutually beneficial relationships
- Service to the Consortium over promotion of self-interest
- Cooperation emphasized over competition in promoting ethical business conduct
- Members collaborate by being constructively engaged in discussions regarding ethics
- Seeking consensus in interactive discussions regarding ethical matters.

Respect

- Members may become aware of confidential information shared by others in an effort to determine an ethical course of action. We ask members to be sensitive in recognizing and respecting the efforts made toward achieving ethical behavior. In that vein, public disclosure of this information is discouraged.
- We respect other members and the process by:
 - Exhibiting listening skills and actively listening to discussions
 - Being open to other points of view and outcomes
- We are an inclusive organization and demonstrate this by welcoming members who are in different stages of learning as applied to ethical behavior.

LEAD WITH INTEGRITY

Dependability

- Members are asked to demonstrate their support of this initiative by consistently attending meetings.

Initiative

- Recruiting other members who have demonstrated a desire to promote ethical behavior in their organizations.
- Recognizing what needs to be done to help promote the Mission of the Consortium and taking action to assist in that effort.

Honor

- Members are asked to honor the Consortium through the practice of integrity and ethical behavior in their business dealings.
- We express gratefulness to our hosts, sponsors and speakers; as well as to those whose volunteer service makes OK Ethics a stronger organization.
- Realizing that each of us is in a mode of continual learning, we demonstrate humility, care and compassion when sharing our thoughts and knowledge.

Courage

- Speak the truth with confidence and encourage others to do the same.

INSPIRE TRUST

We serve and promote the cause of truth with integrity, objectivity and fairness to all persons.

- We hold ourselves accountable by consistently honoring our word.
- We extend trust abundantly to those who have earned it.
- Trust, once earned, will not be taken for granted, manipulated or abused.

Visit okethics.org for resources, videos, articles and to see who's who.



**Like us on
Facebook.**

