Business Ethics
and
the Sensory Professional

SSP Workshop

Wednesday, September 17, 2014

Tucson, Arizona

SSP 2008 Brainstorming Session

SSP will become the unifying presence in a person's career

A Global Professional Organization

SSP will help deal with frustrations in the field

SSP will help develop me as a professional

SSP will be a welcoming and inclusive association with high standards

SSP will set the model for the future of how professional communities connect


More Vocal
Personal Growth
Perspective
Mentoring
Improved Vision
No Clear Mission
Ongoing training
Guidelines
Statistics
Collaboration
New Ideas
Increased Technology
Growth
SSP
Applications Training
Connections
Networking
Exposure
Tools
Jobs
Lively Discussion
Global Growth
Specific Focus
Consulting
Academia and Corporate
Streamlining Business
Marketing
Resources
Communication
New
Leaders
Internal Sales and Negotiation
Change
Tighten Industry Standards
Knowledgeable Contacts
Problem-solving
Employment Satisfaction
Opportunities
Knowledge
Financial Gains
Global
Improvement
Staying Power
Spokesperson
Different
Professionalism
Business-approved
Business Growth
Redundant
Consumer Research
New Methods

Responding as Professionals

Purpose?

Pirates Creed of Ethics

About the year 1640 the pirates formed a kind of democratic confraternity. Their vows formed the Custom of the Brothers of the Coast, often called the Pirates Creed of Ethics. It was in fact the social contract of the expedition. It was always signed by the whole ship's company before any departure when the elected Captain and the officers prepared a charter-party. Every decision of importance was discussed, followed by a vote. Courage alone conferred distinction. a pirate ship was an extremely well-ordered floating community.

xxxxxxxxxxxxxx

1. Ye Captain shall have full command during the time of engagement, and shall have authority at all other times to conduct the ship accordingly. He who disobeys him may be punished unless the majority vote against the punishment.
2. If ye Captain's vessel is shipwrecked, the crew pledges to remain until he has possessed himself of a vessel. If the vessel is the common property of the crew, the first vessel captured shall belong to ye Captain with one share of the spoil.
3. Ye ship's surgeon shall have two hundred crowns for the maintenance of his medicine chest and he shall receive one part of the spoil.
4. Ye other officers will receive each single part, and if ye distinguish yourself, the crew will determine how much reward to be given to ye.
5. Ye spoil taken from a captured ship is to be distributed in equal portion.
6. Ye who shall be the first to signal the appearance of the vessel that is captured, shall receive 100 hundred crowns.
7. If ye lose an eye, or a hand or leg in ye said service, ye shall receive up to six slaves or six hundred crowns.
8. Ye supplies and rations are to be shared equally.
9. If ye introduce on board a woman in disguise, ye shall be punished to death.
10. If one Brother steals from another, his nose or ears are to be cut off. If he sins again, he is to be given a musket, bullets, lead and a bottle of water and marooned on an island.
11. If there is any doubt in a dispute between ye Brothers, a court of honor is to decide the verdict. If a Brother is proved in the wrong, the first time he shall be pardoned, but should he offend again, he shall be tied to a gun, and there shall receive from each of the ship's company one strike of the lash. The same punishment shall be given to ye among us, including officers, who shall get drunk, while on the ship, to the point of losing ye senses.
12. Whoever shall be placed on sentry, and upon his post shall go to sleep, shall in the first case be lashed by all the Brothers, and should he again offend, his head shall be split.
13. All ye who shall plot to desert, or having deserted shall be captured, shall have ye heads split open.
14. Quarrels between several Brothers whilst aboard ye ship shall be settled ashore with pistol and sword. He that draws first blood shall be the victor. No striking another whilst aboard ye ship.

Good

- Clear job expectations
- Contingency plans established
- Long term disability and workman's compensation
- Clear leadership
- Guideline to avoid conflicts of interest
- Promotes team work

- Promotes group identity
- Spoils are to be divided equally
- Democratic Process
- Conflicts are handled off the ship
- Predetermined consequences for decisions not in the best interest of the ship

Bad



- Difficult to receive promotions
- Leaving to go to another "employer" difficult, No job hopping here!
- No sick days or vacation
- Consequences of making mistakes are harsh and severe

- Choosing a crew and ship is a choice for life
- Quarrels don’t have an arbitrator
- More than a 40 hour work week
- If you are unhappy too bad, your choice is to stay behave and be miserable or die…

Purpose of a Code

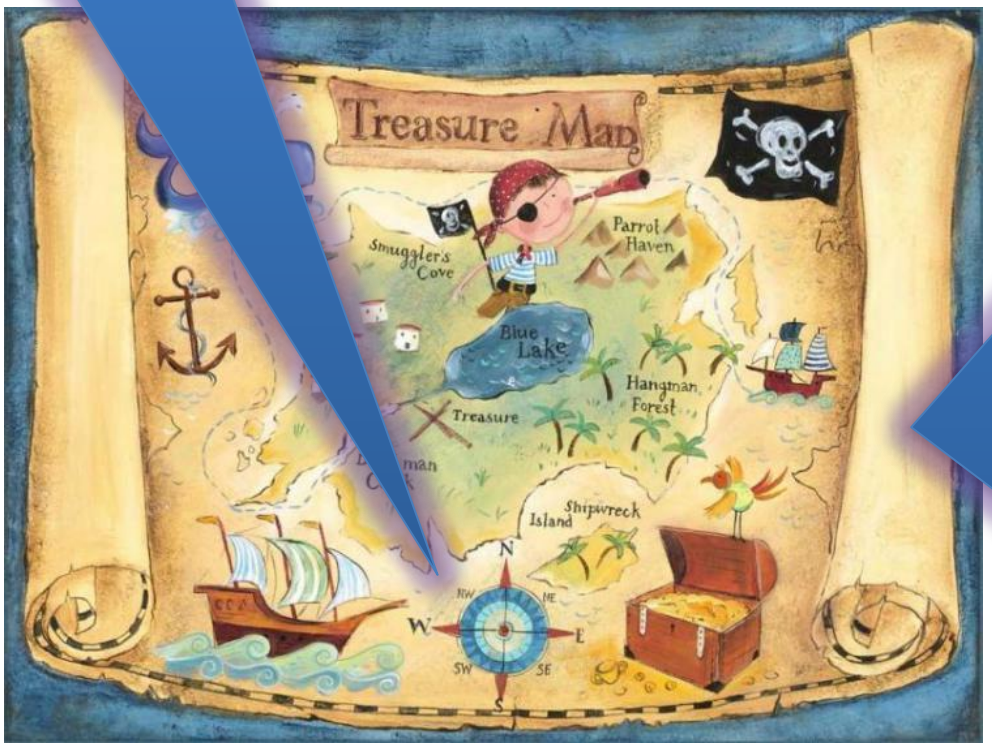


- **Discipline**
- **Educate**
- **Inspire**
- **Stimulate Dialogue**
- **Empower and Protect**
- **Capture and Express community identity**

Did the Pirates achieve their purpose?

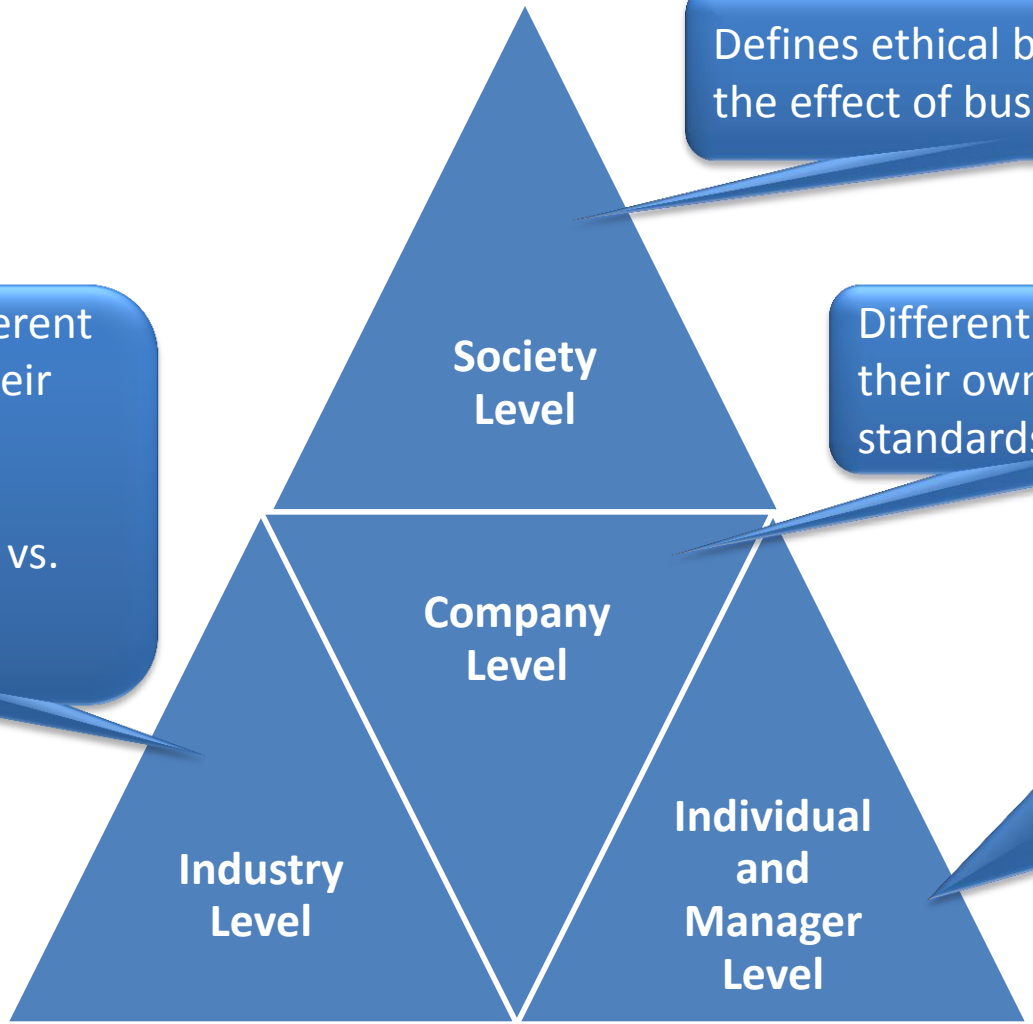
Morals and Ethics – What's the Difference?

Morals are our compass for right and wrong…our "Moral Standards"



Ethics are our map to show the direction to take or where to head. How to act with honorable (moral) behavior in a given situation.

4 Levels of Business Ethics



Defines ethical behavior and assesses the effect of business on society

Suggests that different industries have their own set of ethical standards (e.g., chemical industry vs. pharmaceutical industry)

Different companies have their own set of ethical standards

Each manager and other corporate participants are responsible for their own ethical behavior

CONSEQUENTLY, one feasible way to judge ethical behavior is to focus on determinants of business ethics and behavior such as corporate culture, incentives, opportunities, and choices.

Ethics for Individual Professionals

Facilitated by Lisa Beck

What do we value regarding how we interact and relate as one sensory professional to another?







Sensory Professionals Value



Sensory Professionals Value



Sensory Professionals Value





















How We Behave To Support Our Professional Values



Ethics in Companies Discussion

Facilitated by Donya Germain and Susan Hooge





Company Values



Company Values cont…



Department Values



Consumers


Respect
Listen
Tell the truth
Communicate
Quality products
Respect their opinions
Respect their time
Put them first

Clients


Confidentiality
Do your best
Trust
Communicate
Truth
Collaborate
Listening
Partner
It's about them
Provide value

Competition



Ethics in Industry Discussion

Facilitated by Bob Baron

What do we value regarding how we practice or represent our scientific discipline to the larger business community?

- In an ideal world, what would you like your industry leader to say about the values of Sensory Professionals?
- How do you feel industry values align or diverge from those of Sensory Professionals?

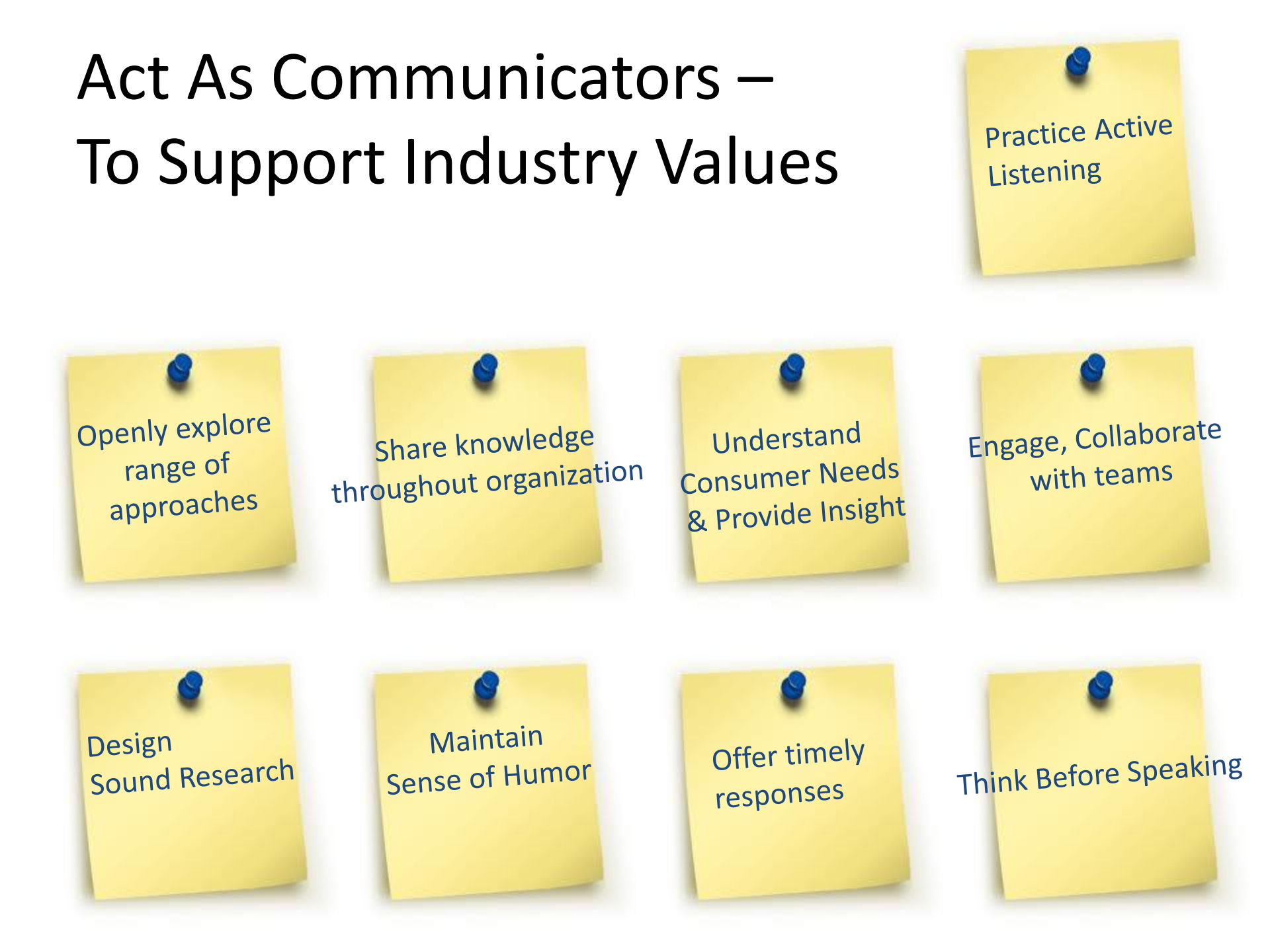
Industry Values



Behave As Leaders – To Support Industry Values



Act As Communicators – To Support Industry Values



Other Behaviors That Support Industry Values



Ethics in Society Discussion

Facilitated by Darla Hall

How we serve society as Sensory Professionals

- How do we contribute to “the greater good”?
- What do we value for society?

We Value Quality of Life –

Delight society with our products and preserve their safety and health

Sensory properties to improve health, wellnes

Make healthy, nutritious food taste good, more appealing

Make non-food products healthier for consumers and environment

Scapegoat foods (after chemo)

Animal and human welfare

Pollution reduction Via product design and manufacturing

Sensory tools for pollution detection (taste, smell, feel, see (BP)

Feed the World – Sustainable supply and practices

Taste and odor research for Cancer Alzheimer's Disease

We Value Cultural Influence –

Influence Industry values and positions



We Value Global Harmony–

Leverage our Skills For Change Outside of Research



We Value Courage to be Honest–

Honesty + Understanding = Clarity



SOCIETY OF SENSORY PROFESSIONALS

Suggested Tagline for Our Discipline Based On Values –
from Society Ethics Topic Session

Sensory Professionals – You Can Believe It!

Detailed Notes from Each TopicSession

APPENDIX

Individual Values

As Sensory Professionals We Value:

- Integrity
- Trust
- Honesty
- Creativity
- Active Listening
- Inclusive
- Courtesy
- Consistency in data
- Reliable
- Loyalty
- Problem solving
- Desire to see all succeed and be rewarded
- Respect
- Assume positive intent
- Transparency
- Availability
- Straight talk
- Clear goals
- Getting my name right
- Open minded
- Willing to share new ideas
- Team focus
- Collaboration
- Humor
- Fun
- Happy
- Flexibility
- Positive thinking
- Clear goals/objectives
- Clear roles and responsibilities
- Community

As Sensory Professionals We Value:

- One-on-one time
- Having each other's backs
- Resources for accuracy
- Approachable
- Understanding the details
- No judgment
- Humility
- Passion
- Dependability
- Okay to learn from mistakes
- Empathy
- Confidence
- Emotional intelligence
- Equality
- Strategic thinking
- Leadership
- Shared experiences
- Someone to say yes or no
- Accountability
- Mentorship
- Delegation
- Friendship
- Support system
- Coachibility
- Trainability
- Depth
- Expertise
- Years of experience
- History
- Breadth
- Show interest in each other
- Intellectual conversation

Behaviors That Support What Sensory Professionals Value

Wish sensory not called into question/ “prove it to me”	Be willing to explain
Act on data	Take it on to find out
Consult with sensory	Communicate
Pull sensory in early on	Ask questions when you don’t understand
Make sensory a partner	Offer a safe environment so we can “figure it out”
Respect as a subject matter expert	Not intimidated by new ideas
Don’t ask for quick and dirty	Open to change
Don’t define test	Willing to try it out

Behaviors That Support What Sensory Professionals Value

Have clear objective and ask for sensory recommendation	Flexible thinking
Understand the why	Set high standards
Attention to detail	Approachable and available
Quick turn around	Understanding and reacting to capacity restraints
Continually learning and educating	Ensure data integrity
“Walk the walk”	

Company Values

Company Values

Consistency	Authenticity
Team work	Passion
Deliver on time	Consumer focus
Quality	Creativity
Consumer & customer centric	Profit is not a dirty word
Be truthful but not hurtful	Teaching
Agile – determine what is most insightful and efficient path to right outcome	Anyone in company can work for you, you can work for anyone
Balance effort and output	Responsible advertising/marketing
Always seek to learn the real objective	All problems have multiple paths to solutions
Asking questions does not show weakness	One objective – one solution

Company Values cont…

Knowledge/IP has value & should be rewarded	Every role has value – all are necessary to accomplish the goal
Don't hide the truth	Business savvy
Respect others' lens & experience	Make the pie bigger
Better to say what went wrong than hide it and hope no one finds out	Not acceptable to borrow/steal another's idea – credit where it is due
Feedback is a gift	Listen first – understand before speaking
Own your mistakes	Never fake data
Learn beyond the project	Think about what's right for the company and not for yourself
Feedback rich environment	Encourage relationship building
Corporate values	Expected respect for each other
Reliable	Clear communication

Company Values cont…

Transparency	Customers care
Safe environment to ask questions	Inclusivity
Support decisions once they are made	Make the tough call
Involve others in decisions that impact them	Flat organization – everyone must speak up regarding their insights
Standards	Careful risk taking
Building on diversity	Community involvement
No appeal to under-age drinking	Listen for understanding
Seek to understand	Curiosity
No misleading labelling – be true to consumers	Share bad news when it happens
Never stop learning	Under promise and over deliver

Company Values cont…

Quality products	Good listening, asking questions
Collaboration	Opportunity focused
Champion remarkable products	Do the right thing every day
Grow and inspire	Act boldly, move quickly
Play to win	Collaborate with/across cross-functional teams
Firewalls between work conducted for customers/clients	Same system for all the C's – consumer, clients, employees
Eclectic, externally focused	Understand the problem before working on the solution

Department Values

Flexibility	All hands on deck
Sensitivity to personal situations	Know and be the voice of the consumer
You're here to think not just do	Ask questions
Speak up	Learn from mistakes and try not to repeat
Flexibility	Alignment
Teamwork	Lead accountability
Respect	Candor
Personal development	Win as a team
Follow ISO guidelines	Data driven knowledge
Kaizen (small step innovation)	Work/life balance
Share your POV	Relentlessly prioritize
Wisest use of capacity	Influence the business forward
Be the truth	Each person has something to contribute
Innovation – there are always better ways of doing something	

Consumers

We are not our consumers, we need to interact with them	Respect – opinions, time, resources
Leave your filters at the door	Listen to consumers
Knowledge	Truth
Respect	Be truthful and honest
Provide the best quality product	Powerful communication
Creative solutions – delight	Listen
Protect them from harm	No badmouthing
Start and end on time	Consumer first
Focus on their needs	No deception – ever!
Respect their POV – they are responsible for your success	Be realistic on how much they can taste in a given amount of time
Their answers are our gold	

Clients

Vent to another within department, not outside	Critical thinking
Trust	Understand your client's perspective (project & broader)
Connect with your internal clients	Solving problems
Listening	Perspective – be a strategic partner, not a supplier
Seek to collaborate	Go over and beyond for them
Provide actionable solutions	Listen to them
Focus on their needs	Address their concerns
We don't have to get the credit	Make the client look good
Listen to what they really need	Understand their perspective agenda
Be a business partner/trusted advisor	Be respectful

Clients cont…

Provide value	They don’t know what we can provide
Address their needs	Honesty in all interactions
Clients are king	We have a common objective
Honesty	Don’t share client info with other clients
Tell them even the bad news	Without them, no need for us
Give best every day	

Competition

Don’t bad mouth them	Know your competition deeply
We are usually fast followers	Only use info available in public domain
Respect the golden standard	Opportunity
Respect IP	Learn from
Focus on them	Value their IP
Be different	Play on even field
Perform better than them	Build great brands
Learn from them	Be proactive/prepared
Compete always trying to be the best	Do not speak ill to sell your product
Focus on what we do well	Fight fair
Collaboration is possible	Suggest self-investigation of competitors
Turn off when seeking common good	Be honest when you don’t do a service and point client elsewhere
Do not steal IP and say it’s yours	Learn from innovation

Industry Values and Behaviors

Values

Scientific Integrity

- Data-Based
- Objectivity
- Metrics
- Validity
- Logical
- Responsible
- Consistent
- Professional

- Clear separation of factual/scientific opinion vs commercial interest (self interest)
- Ethics for doing research with humans
- Privacy of respondents in studies
- We want to be known for doing sound research with appropriate rigor
- Methodological
- Standards

Values

Leadership

- Sees the big picture
- Understand the business
- We want to be trusted advisors and integral to strategic business direction
- We want to be an influential voice on the business team
- Ability to understand project goals
- Ability to communicate information
- Driven
- Can Do
- Values
- Alignment
- Driven
- Passionate
- Leaders and Strategic to the business
- Adherence to principles/goals that are for a “common good” not self-interest

Values

Personal Integrity

- Honesty
- Hard working
- Willingness to do work/research
- Collaborative approach
- Sincerity
- Trustworthy
- Respect
- Dependability
- Loyal
- Realistic
- Adherence to principles/goals that are for a “common good” not self-interest
- Engaged
- Courageous
- Transparency- Tell whole story (no errors of omission in reporting findings)
- Credibility
- Unbiased
- Adaptable
- Quality
- Open

Values

Product Expertise

- Product Understanding
- “Consumer truths”
- Perception
- Product knowledge/historical/competitive
- We bring a unique knowledge of product/consumer interaction not covered by Marketing Research or Consumer Insights
- Expertise
- Experience
- Represent not only ourselves but perspective of consumers
- Consumer understanding
- “Product truths”
- We want to be known for representing the voice of the consumer, even if it is not what the business wants to hear
- Knowledge of Integration
- Integration of information for insights
- Good perspective
- Insightful

Values

Creativity

- Curious
- Innovators
- Forward thinking
- Continuous improvement
- Personality
- Novel
- Challenge Status Quo

Behaviors

Communication

- Open Communication (up + down)
- Listen actively
- Be articulate
- Open to exploring a range of approaches to address objectives
- Clarify
- Understand Learning Needs
- Think before you speak
- Have a sense of humor be able to laugh at yourself
- Positive Candor
- Positive attitudes
- Respond in a timely manner
- Proactive
- Lead
- Influence
- Drive knowledge through the organization
- Provide several perspectives and also a recommendations
- Concise interpretation of results
- Design sound research
- Engage with teams
- Collaborative
- Put results/knowledge in appropriate context
- Admit/correct mistakes
- Complete reporting or test result
- Provide insight to consumer needs
- Share new information

Behaviors

Leadership

- Drive knowledge through the organization
- Lead
- Be proactive
- Respond in a timely manner
- Influence
- Impartial
- Check for consistency of objective, design, execution, and analysis
- Be able to hold on to an unpopular position (if based on data/result)
- Enable fact based decisions
- Put into practice scientific principles
- Discuss P.O.V. with colleagues you disagree with respect

Behaviors – not classified

- Encouraging
- Empathies
- Show understanding of the diverse toolbox
- Look outside
- Experiment
- Experience things/life
- Look at data from multiple angles
- Inquisitive
- Respectful
- Non judgmental
- Consistent in behavior
- Send clear signals
- Supportive of ideas and methodologies
- Interpret
- Transparent, sharing of information (where appropriate)
- Honest
- Problem solver
- Executes innovative and new methods in a consistent manner
- Rigorous
- Organize
- Champions scientific rigor/soundness
- Don’t take shortcuts to save $$

Behaviors – not classified

- Perform
- Follow through on commitments
- Execute
- Provide answers to move projects forward
- Mediate
- Build consensus
- Building off each others' ideas + examples
- Bring people together
- Team player
- Connect people to ideas
- Continuing to educate/learn throughout career
- Demonstrate
- Educate
- Patience
- Dependability
- Adaptive
- Obtaining informed consent in all studies
- Responsible for actions
- Spending time to contribute to the field/profession
- Flexibility
- Open minded
- Keep up with new research
- Provide constructive feedback
- Continuous improvement/training
- Professional development
- Ensure the consumer experience is on the minds of everyone

Society Values and Behaviors

Quality of Life

- Make lives easier
- Pleasant desirable experiences
- Providing wholesome health-supportive products for daily living
- Delight society with our products and preserve their safety and health
- Make healthy, nutritious food taste good, more appealing
- Sensory properties to improve health, wellness
- Scapegoat foods (after chemo)
- Screen products/build tools for clinics and hospitals to improve compliance w/health regimen
- Validate Sensors for nutritional profiles, allergens, calories, ingredients
- Cancer/Alzheimer's Disease – taste and odor research
- Feed the World
- Farming and food for the poor
- Sustainable supply of food
- Animal and Human Welfare
- Survival of the Planet
- Be "Doug Rausch" Consultants
- Pollution reduction
- Sensory for pollution: taste, smell, feel and see (BP)
- Sustainable Energy (wind turbine sickness)

Cultural Influence

- Support diversity of thought
- Influence Industry values and positions
- Elevate opportunities for women in business
- Use skills outside sensory in company
- Championing the best for everyone
- Supporting ethical “making of money”
- Competition
- Free Enterprise

Global Harmony –
Using professional skills outside of research

- Human rights
- “Facilitators without Borders”
- Recognition of different views
- Ways to survey communities about their values
- Acting as communicators between departments/groups to move high quality products forward
- Appropriately allow for and respect dissent and other opinions, with thought leaders, society and colleagues
- Value the treasure of diversity – in people, in situations in products
- Democratic process

Courage To Be Honest

- Honesty + understanding = clarity
- Truthfulness - we tell the truth
- Discipline with our behavior
- Value – clear, honest and correct data/information
- Good communication of sensory properties
- Using the scientific method to measure products and their effect on human lives
- Use scientific discipline to properly inform society of the value of our products
- Provide information leading to creation of knowledge by consumers of our products
- Scientific principals and approaches to creating solutions
- Facts
- Focused opinions
- Divergence in research
- Scientific method
- Fairness
- “Stick-to-itiveness”
- How to shift ingredient usage and maintain sensory ddelight
- Trust!