



## The Ethical Yardstick

1.

Does your chosen course of action seem logical and reasonable?  
Forget what others might say. Does it make sense to you?  
If so, it is probably right.

2.

Does the solution you choose pass the test of sportsmanship?  
Or to state it otherwise, if everyone followed this same  
course of action, would the results be beneficial for all?

3.

Where do you think your plan of action will lead? What  
effect will it have on others? What effect will it have on you?

4.

How well will you think of yourself when you look back at  
what you have done?

5.

Separate yourself from the problem. Imagine it is a problem  
affecting the person you most admire. How would that  
person respond to this problem?

6.

What difference would it make if everyone knew about your decision?  
Especially consider how you would feel if your family members  
and friends knew what you have done or plan to do.  
Chances are decisions made in hope that no one will find out are not ethical.

William D. Brown, Ph.D., [The Right Thing: ethics inaction/ethics in action](#) [Revised].  
Washington: The Wayne Smith Company, 1994, pp. 279 – 280

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