Engineering Ethics:
All in or All Out

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Life at Tulane University
the Good Days

... even for the professors!
Life in the Real World

The Real World

You
On Speaking
Young Bill Clinton and Hillary Rodham

President Clinton, Hillary and Chelsea

Bill Clinton Post Presidency
Al Gore

Young Al

Al today
Speaking Fees

• Bill Clinton -- $450,000
• Hillary Clinton -- $200,000 per presentation
• Al Gore -- $200,000
• Sean Hannity -- $100,000
• Colin Powell -- $200,000
• Jack Grubbs
  • Tulane Engineering Forum -- $80,000
    • Discounted to $0 (Based on Nick Altiero promise)
• Others – incredibly cheaper than the guys above
Why Jack Grubbs?

- Was arrested at the age of 8 for illegally driving a tractor
- Was Freshman Favorite in my Texas high school
- Spent 39 years in a uniform (wearing hats weighing from 7 ounces to several pounds)
- Never lost a game of “HORSE” to a Tulane student
- I “had it” when I was young
- I’m still “with it” – but sometimes can’t find it.
Grubbs is the man! He's really old, but still seems completely "with it."

~Anonymous Tulane Student 2006
Jack Grubbs in his Youth
Why Jack Grubbs?
The Serious Reasons

• I have seen and experienced the finest and the worst of humankind

• I believe that a negative cultural change has invaded our national landscape

• I’ve entered the “last quarter” of my life – 26,875 days so far - and I want to help win the fight for ethical leadership
Engineers:

WHAT WE DO!
Oh! I have slipped the surly bonds of Earth

~ John McGee, Jr.,

1941
Nanotechnology
Sydney Opera House
Most Respected Professions

1. Military
2. Teacher
3. Medical Doctors
4. Scientists
5. Engineers
6. Clergy
7. Artists
8. Journalists
9. Business Execs
10. Lawyers

Ponder This

• Am I a good man?

“Saving Private Ryan”

• The Vietnamese hamlet.

Vietnam 1965
ETHICS: What is it?

• An area of study that deals with ideas about what is good and bad behavior: a branch of philosophy dealing with what is morally right or wrong. (Free Merriam-Webster Dictionary)

• The study of the general nature of morals and of the specific moral choices to be made by a person; moral philosophy. (Free Dictionary)
BUSINESS ETHICS

• Finances
• Human Resource Management (safety, disabilities, etc.)
• Unions
• Management Strategies
• Intellectual Property
• Sales and Marketing
• Company values (conflict with bottom line)
Business Ethics

The 777

Boeing

The CH-47 Chinook
Boeing: Values

- Leadership
- Quality
- Customer Satisfaction
- People Working Together
- A Diverse and Involved Team
- Good Corporate Citizenship
- Enhancing Shareholder Value
- Integrity
  - We will always take the high road by practicing the highest ethical standards, and by honoring our commitments. We will take personal responsibility for our actions, and treat everyone fairly and with trust and respect.
Boeing

- 1989 $5M – illegally obtained classified Pentagon documents
- 1994 $75M – overcharging on government contracts
- 2000 $54M – defective gears in CH-47 Chinook helicopter
- 2003 $1B – lost revenues for stealing docs from Lockheed-Martin
- 2003 CFO fired $20B negotiations on aerial refueling tankers
- 2006 $615M – civil & criminal charges for using competitor info
- 2010 $4M - lawsuit for inflated prices to USAF (towed decoy)
- 2012 $4.3M – to “resolve” charges of overbill Pentagon for remanufacture of Chinook helicopter
MILITARY ETHICS
MILITARY ETHICS

- What should be the laws of war?
- When to initiate military action?
- Who may be targeted?
- What weapons may be used?
- What considerations are there for collateral damage?
- How to handle violations of the laws of war?
- How are prisoners to be treated?
- How do we treat our own personnel?
ETHICS in Engineering and Technology

- Pride in the profession
- Public welfare
- Individual pride
- Competency
- Human interaction
- Company values (conflict with bottom line)
• Shall hold paramount safety, health & public welfare and adhere to principle of sustainable development

• Shall perform services only in area of competence

• Avoid deception in solicitation of professional employment

• Public statements must be objective and truthful
• Be a **faithful** agent or trustee in representing employer or client

• Build **professional** reputation on the merit of services; shall not compete unfairly with others

• Act in a manner upholding and enhancing the **honor, integrity, and dignity** of the engineering profession; **zero-tolerance for bribery, fraud, and corruption**

• Continue professional **development** throughout one’s careers; provide opportunities for the professional development of rising engineers
The Ethical/Unethical Domains

WEAK LEADERS

UNETHICAL

STRONG LEADERS

ETHICAL

Grubbs 2009
TOTAL LEADERSHIP CAPACITY

- Competencies (C)
- Values (V)
- Life Events — with feedback mechanisms (L)
- Environment (E)
- Attitude (A)

\[ \text{TLC} = f(C, V, L, E, A) \]
Personal Ethics

Update from 2013
Business & Politics
Ray Nagin: 21 Charges

Guilty on 20!
Engineering - Education

The Professor
The Unethical Professor

• Professor X knows his stuff. He doesn’t teach his stuff.

• I don’t think I learned anything valuable in his class.

• The most terrible, disrespectful, inefficient, unorganized, incoherent professor I’ve ever had.
The Unethical Professor

• This class was horrible. He is a rude man who didn’t want to answer our questions.

• ... arrogant and mean-spirited.

• I felt like he didn’t want to be there as much as I didn’t.
The Unethical Professor

- ____ convicted of defrauding the La. Road Home Program - $84,423
- False statements about address during Hurricane Katrina
- Three (3) years probation and a $15,000 fine of top of the defrauded monetary amount

May 2013
Military Ethics

The General
MILITARY ETHICS

You Don’t Leave Your Buddy
Brigadier General Jeffrey Sinclair
Charges

- Forced sex
- Wrongful sexual conduct
- Violating an order
- Possessing pornography and alcohol while deployed
- Misusing a government travel charge card
- Filing fraudulent claims
ABOVE CENTER OF MASS
(Less than 50% in top box; Center of Mass if 50% or more)

CENTER OF MASS

BELOW CENTER OF MASS
RETAIN

BELOW CENTER OF MASS
DO NOT RETAIN
Sinclair
ETHICAL VALUES

- Integrity
- Honesty
- Fidelity
- Charity
- Responsibility
- Loyalty
- Self-discipline

HONOR
ETHICS

“Either you are all in - or you are all out.”
A PERSONAL ETHICS
MODEL

- PERSONAL VISION (Philosophy)
- COMPETENCE
- AFFIRM OTHERS
- STANDARDS
- TELL THE TRUTH
- STAND UP TO THE MOB

- PRACTICE-PRACTICE-PRACTICE
Jack Grubbs’ Philosophies of Life, Leadership and Ethics

• **ON LIFE**: On the day I die …

• **ON LEADERSHIP**: I will accomplish the mission to or above the standard while affirming those around me.

• **ON ETHICS**: I will live my life in a manner that leaves no moral regrets. I will not compromise on character.
“We know not of the future, and cannot plan for it much. But we can hold our spirits and our bodies so pure and high, we may cherish such thoughts and such ideals, and dream such dreams of lofty purpose, that we can determine and know what manner of men [and women] we will be whenever and wherever the hour strikes that calls to noble action . . .

NO MAN [OR WOMAN] BECOMES SUDDENLY DIFFERENT FROM HIS [OR HER] HABIT AND CHERISHED THOUGHT.”

-- Joshua Chamberlain
Dedication of the 20th Maine Monument
Gettysburg, Pennsylvania
October 3, 1889
ETHICS

• ARE YOU A GOOD MAN?

• ARE YOU A GOOD WOMAN?
“In this world everything changes except good deeds and bad deeds; these follow you as the shadow follows the body.”

- Author unknown