National Association of Steel Pipe Distributors

Ethics & The Role Of Critical Thinking

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Ethics & Link to Critical Thinking

Ethics & Morals

Ethics

1. moral principles that govern a person's behavior or the conducting of an activity.

2. branch of knowledge that deals with moral principles.

Morals

1. a lesson, especially one concerning what is right or prudent, that can be derived from a story, a piece of information, or an experience.

2. a person's standard of behavior or beliefs concerning what is and is not acceptable for them to do.

Source: Merriam Webster

How Do you Drive?

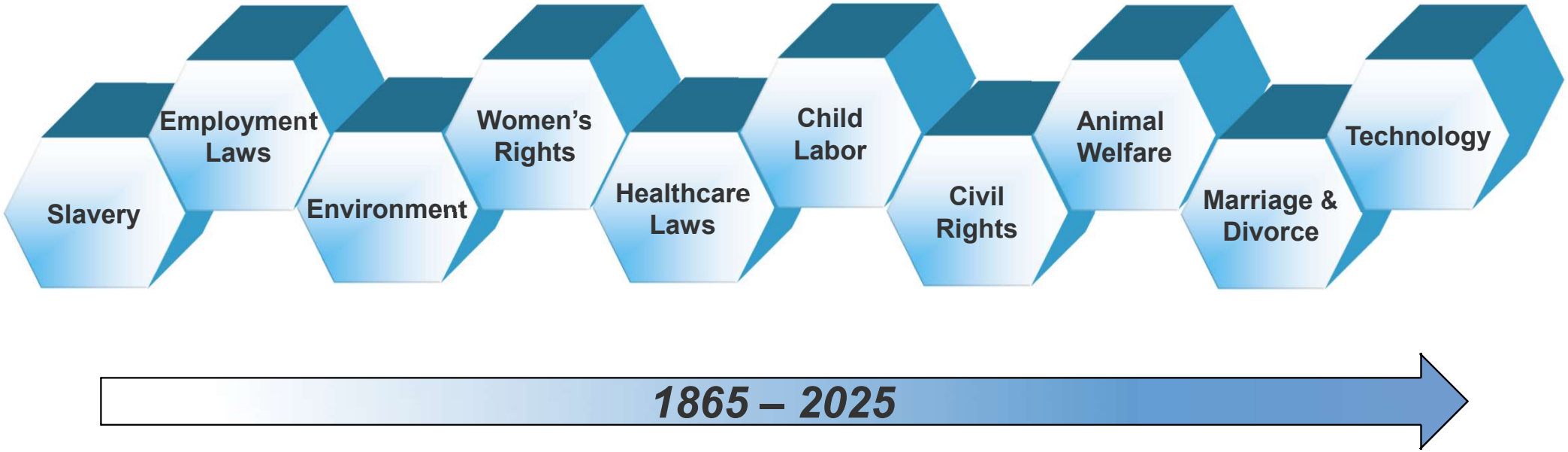
Moral Principles

- Driver = Ethics
- Driving = Morals’

Societal Impact

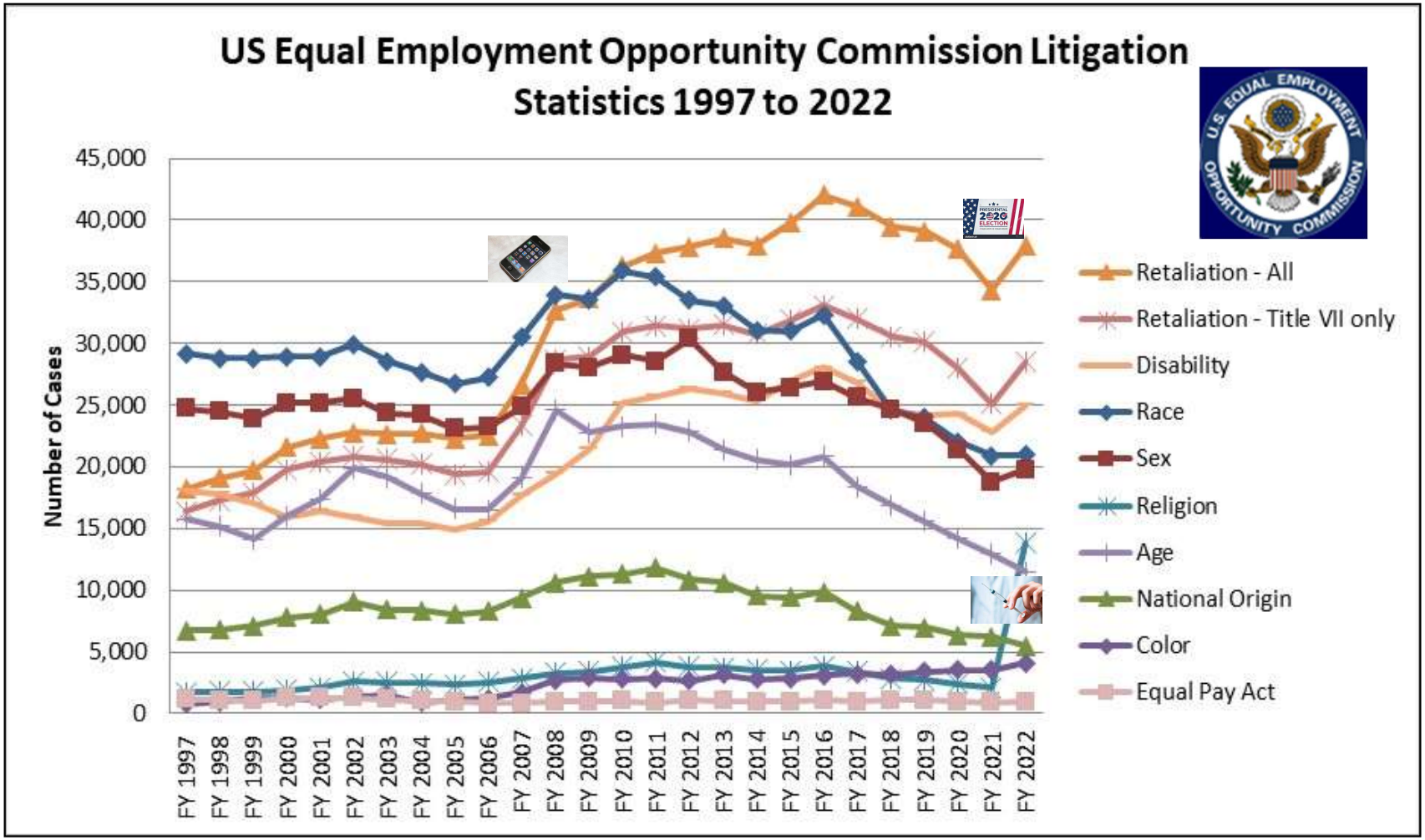
Ethics and Moral Principles Change

- Prevailing Standard Of Behavior That Enable People To Live Cooperatively In Society*
- What Societies Deem Right And Acceptable
- Historically Closely Related To Religion, Culture, Traditions, Family
- Morality Is Not Fixed. Apply To Specific Group At A Specific Point In Time



Source: Ethics Unwrapped McComb School of Business

Business Impact



Source: U.S. Equal Employment Opportunity Commission 1-2023

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Ethics, Change & Link To Critical Thinking

Critical Thinking

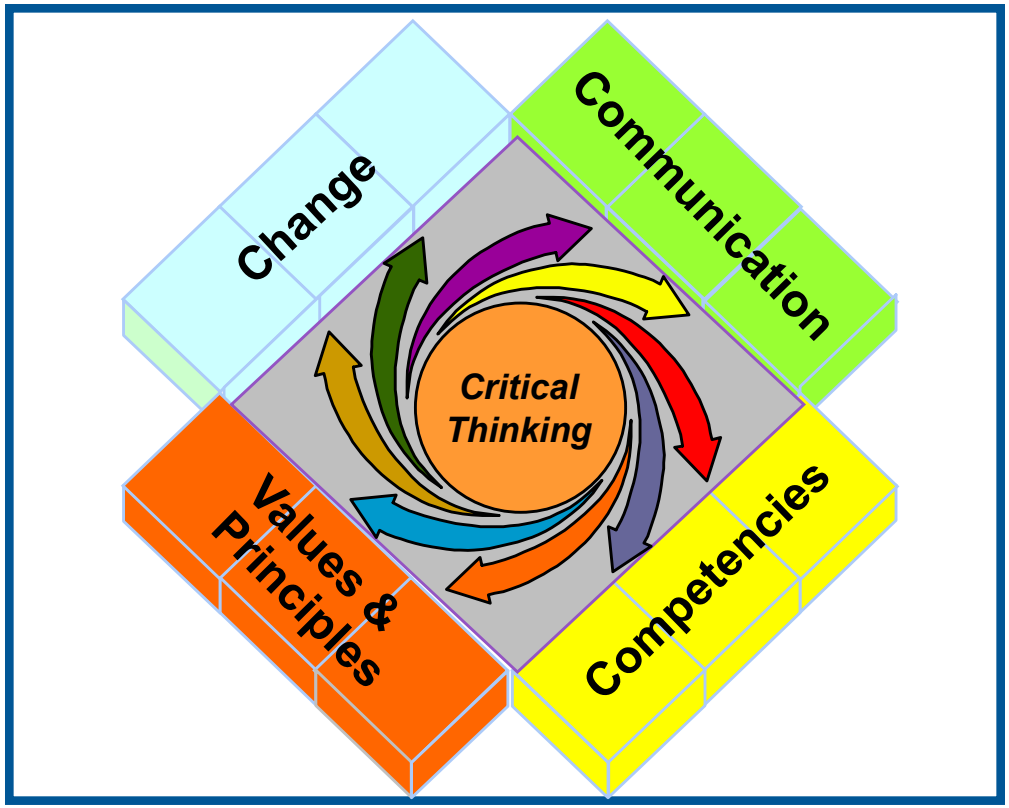
- **Merriam Webster Definition:** the act or practice of thinking critically (as by applying reason and questioning assumptions) in order to solve problems, evaluate information, discern biases, etc.

- **Ethical Implication Definition:** ability to gather, process, validate, question, and conceptualize; facts from fiction, rule vs. best practice, validity vs. availability, and truth from opinion with thoughts supported by the rationality of statistics and a “why” vs. “what” mentality.

OR

- **Highly Technical Definition:**

Role & Impact of Critical Thinking



Critical Thinking & Ethics

Living In Times of Faster Social Change

- Globalization
- Changing Demographics
- Technology, AI & Cyber Security
- Information Accessibility
- Financial Markets
- Communication Process/Channels

Communication Process & Channels

Social Platform	2024 Users	2024 Volume	Increase Since NASPD 2019
Facebook	3.0 Billion	350M Photos Per Day	36.36%
Twitter	368 Million	500M Tweets Per Day	12.88%
Instagram	2 Billion	100M Photo & Video Per Day	566.67%
LinkedIn	830 Million	2M Post A Day	44.35%
Snapchat	800 Million	Over 5 Billion Per Day	266.97%

Data As Of 9-2024

Fun Facts:

- 93% Of Business Leaders Agree Social Media Data And Insights Will Be A Primary Source Of Business Intelligence Moving Forward.
- Estimated 20-30% Of Employment Lawsuits Now Involve Social Media Activity.

Sources: Harris Poll 2023, Keep It Clean: Social Media Screenings Article, 2024

Critical Thinking & Ethics

Changes In Core Beliefs- Values & Principles

Values Important to Them	1998	2023
Patriotism*	70%	38%
Religion	62%	39%
Money	31%	43%
Having Children	60%	30%
Views	**2018**	**2022**
Tolerance	80%	58%
Community Involvement	60%	27%
**Only 23% bellieve age of 30*		

Cultural Impact

- Independent Vs. Interdependence
- Trust
- Fact From Feeling

Source: Wall Street Journal 3-27-2023, 2021 Edelman Trust Barometer Report , Gallop 2023

Critical Thinking & Ethics

Competency: New Concepts & Best Practices

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Annual Number Of New Titles Published Has Grown More Than

10X

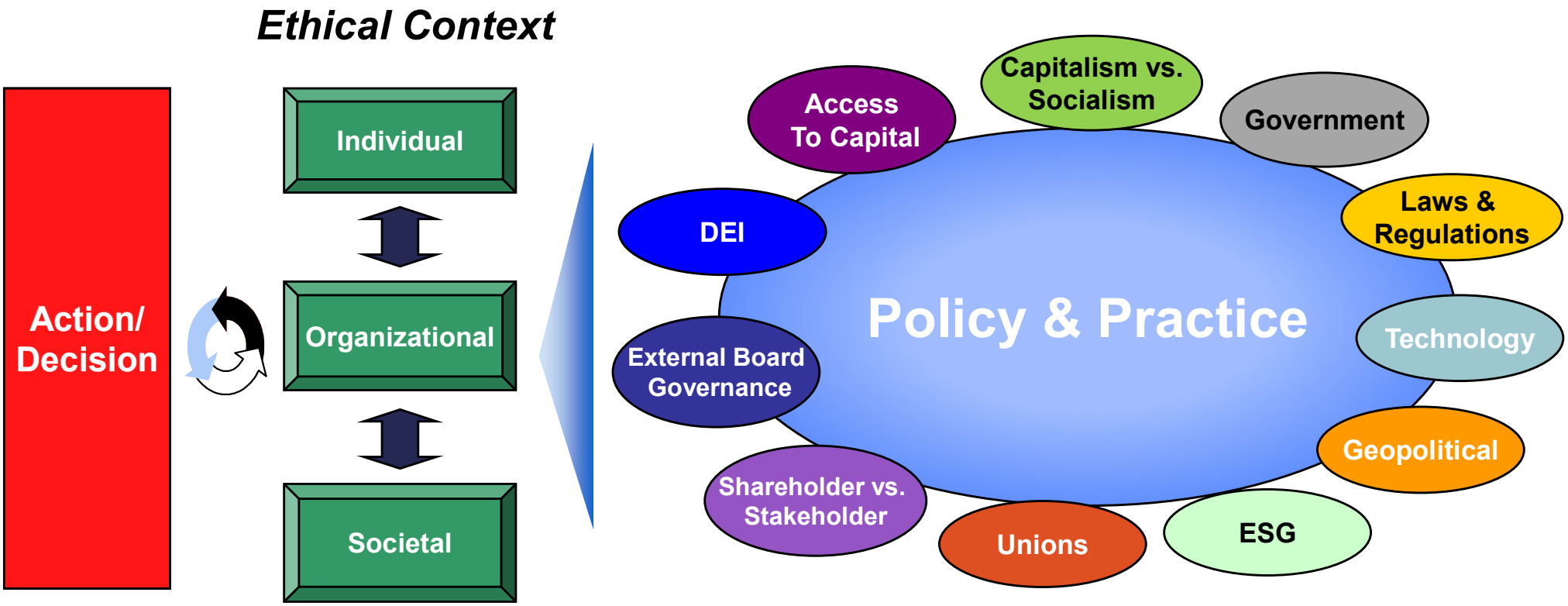
In Past Sixteen Years

3 Top Reasons Self Publishing Beats Traditional Publishing

1. No Gatekeepers
2. Quicker to Market
3. More Control Over the Product

Sources: LinkedIn The Fastest Route to Authority: 5 Reasons Consultants Should Self-Publish Their Books

Leadership, Ethics & Critical Thinking



The “EXPERT” and Critical Thinking

Critical Thinking: DEI

Just The “FACTs”

Critical Thinking: ESG

Just The “FACTs”

Critical Thinking: ESG

Just The FACTs:

The “Just 100”: An Annual Ranking Of America's Largest Publicly Traded Companies On Issues That Define “Just” Business Behavior And Reflect The Priorities Of The American Public.

Claim: Companies That Ranked Highly On Purpose And Serving Society Produced 56 Percent Higher Total Shareholder Returns Over Five Years.

- 27% Technology
- 17% Finance
- 15% Healthcare/Pharma
- 15% Energy/Utility
- 10% Consumer Product
- 8% Manufacturing
- 7% Insurance
- 1% Transportation

Source: Just 100, 2024

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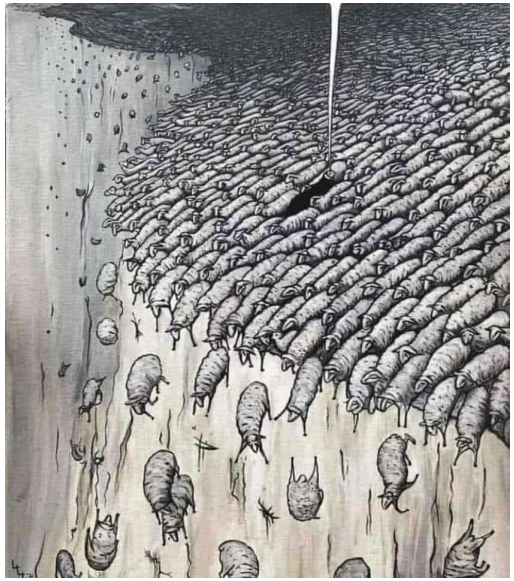
Considerations & Actions

Critical Thinking & Ethics

Considerations and Tools

- Time ≠ Experience
- Experience ≠ Expertise
- Define Generalizations
- Statistical Validation
- In Person/Non-Verbal
- Correlation Vs. Cause
- Listen to Language



Critical Thinking Outcomes

Critical Thinking & Ethical Benefits

- Separate People From Issues
- Seek A Quantitative Outlook
- Clarifies Thinking
- Facilitates Learning
- Builds Creditability
- Make A Difference
- Business Strategy + Ethics = Higher Performance & Legal Compliance

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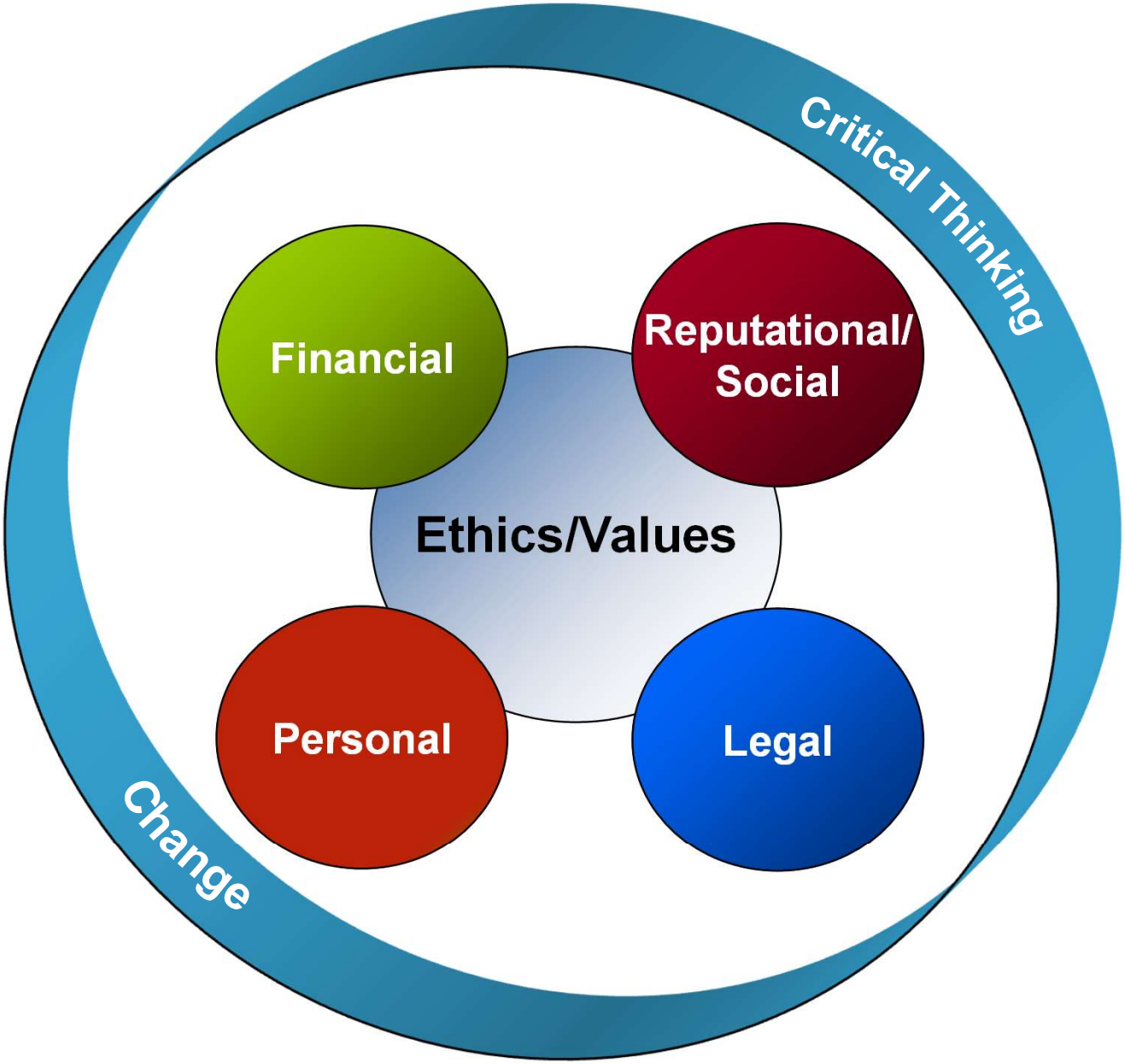
Critical Thinking & Ethics



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THANK YOU

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