

DIFFUSING THE DFEI PRINCIPLES INTO THE LOCAL BUSINESS COMMUNITY.

TURNING THE THEORETICAL INTO PRACTICAL



WHAT WE WILL COVER TODAY:

- How to engage students to actively learn about DFEI principles and the practical application.
- Learn about the different activities used to illustrate and learn about DFEI principles., including (1) case studies; (2) projects with local businesses; and (3) thought-provoking practical discussions.
- Illustrate several specific DFEI principles activities used in the classroom to expose students to the implications and challenges of operating under the DFEI principles.

START BY GIVING CREDIT TO DFEI ROUNDTABLES AND SUMMITS...

DANIELS FUND ETHICS INITIATIVE

The University of New Mexico & New Mexico State University
Daniels Fund Ethics Initiative Teaching Business Ethics Workshop
Drury Plaza Hotel, Santa Fe, NM
November 15th and 16th, 2019



DANIELS FUND ETHICS INITIATIVE

The University of New Mexico & New Mexico State University
Daniels Fund Ethics Initiative Teaching Business Ethics Workshop
Inn and Spa at Loretto, Santa Fe, NM
November 8 and 9, 2018



THE CHALLENGES OF
ETHICAL
DECISION MAKING

DANIELS FUND
ETHICS INITIATIVE
2019 Ethics Consortium Summit

Participant Information

October 17 & 18, 2019

Park Hyatt Beaver Creek
Beaver Creek, Colorado

DANIELS FUND
ETHICS INITIATIVE
2017 Ethics Consortium Summit

2017-10-19 15:00:00
2017 Daniels Fund Ethics Consortium Summit

by Daniels Fund
Embassy Suites Loveland Hotel

MY APPROACH TO DIFFUSING DFEI PRINCIPLES

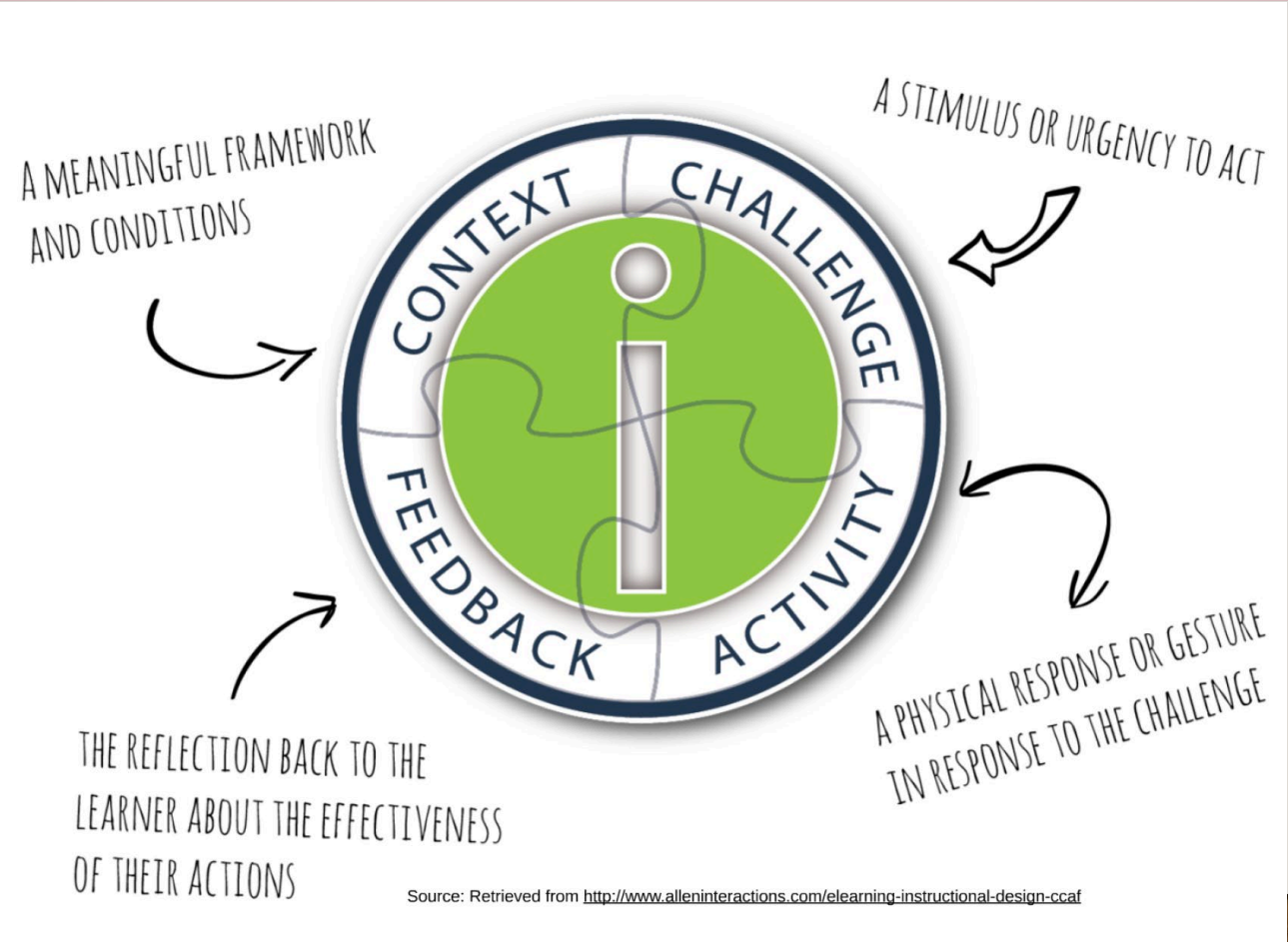
The CCAF Model

- The CCAF Model is an acronym that stands for:
 - **C**ontext
 - **C**hallenge
 - **A**ctivity
 - **F**eedback
- It is based on a 2014 model from Allen Communications, an eLearning company with deep experience in developing corporate eLearning
- It is based on the assumption that learning should be:
 - **Meaningful** - ensuring that learners can connect the new content to their current knowledge and skills
 - **Memorable** - providing learners with the ability to perform effectively at the time of most value
 - **Motivational** - building on existing learner motivation and working to push it higher



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THE MODEL THAT I USE



FIRST STEP – IDENTIFYING THE DFEI PRINCIPLES

- How aware are the students about the DFEI principles?
- Do they understand what those principles mean?
- Can the students identify those principles in their daily life?
- Can the students identify those principles in a business environment?

CLASS AND ONLINE ACTIVITIES

Let's Talk Ethics

The Daniels Fund Ethics Initiative Principles

- Integrity: Act with honesty in all situations
- Trust: Build trust in all stakeholder relationships
- Accountability: Accept responsibility for all decisions
- Transparency: Maintain open and truthful communications
- Fairness: Engage in fair competition and create equitable and just relationships
- Respect: Honor the rights, freedoms, views, and property of others
- Rule of Law: Comply with the spirit and intent of laws and regulations
- Viability: Create long-term value for all relevant stakeholders

DANIELS FUND
ETHICS INITIATIVE
College of Business
University of Colorado Colorado Springs

ACTIVITY-

In your groups, (1) discuss two values and how those values will guide your Group project this semester.

(2) How will you choose to share your value baseline with your customers?



Impact:

Fall 2019

MKTG3300 – 43 students

MKTG4800 - 23 students

STRT4500 – 38 students

Spring 2020

MKTG3300 – 58 students

MKTG4800 – 24 students

USING ONLINE TOOLS

FALL 2019 STRT 4500 001 > Discussions > Week 11 - Discussion #5

Fall 2019

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People

LockDown Browser

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Files



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Collaborations



Published

Edit



This is a graded discussion: 3 points possible

due Nov 10, 2019

Week 11 - Discussion #5

104 / 104

Discussion #5 - Ethics Discussion – On December 20th, 2018, Apple recognized that the latest software update included slowing down the processing power of the older phone “to preserve the battery performance”. Read the following two articles (<https://money.cnn.com/2018/01/12/technology/apple-iphone-slow-battery-lawsuit/index.html> and <https://www.theverge.com/2017/12/28/16827248/apple-iphone-battery-replacement-price-slow-down-apology>). Analyze Apple’s decision based on the Daniels Funds Ethics Principles (<https://www.uccs.edu/business/resources/ethics/about>).

- Discussions will open the first day of each week (MONDAY).
- First post must be made by Wednesday (1159pm MST)
- Answer to at least two of your colleagues PER discussion (two replies per student per discussion).
- Support your original idea and your replies to your peers with academic peer-reviewed sources (for example, your textbook).
- Posts in any discussion will be visible AFTER you post your first post.
- Only posts written before the end of the week (Sunday, 1159p MST) will be graded towards that particular week.

Search entries or author

Unread



Subscribe

SECOND STEP – APPLYING THE DFEI PRINCIPLES IN AN ACADEMIC SETTING

- Is the student able to identify AND use the DFEI principles?
- Can the student able to make decisions in a principled manner?
- Can the student identify when the DFEI principles are violated?

Internal Origin attributes of the environment	Helpful to achieving the objective	Harmful to achieving the objective
	Strengths S	Weaknesses W
External Origin attributes of the environment	Opportunities O	Threats T

Market Domain Industry Domain

Market Attractiveness Industry Attractiveness

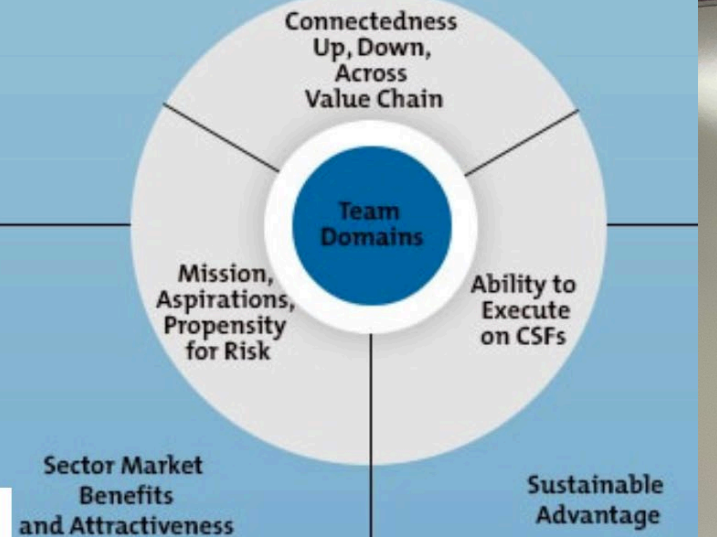
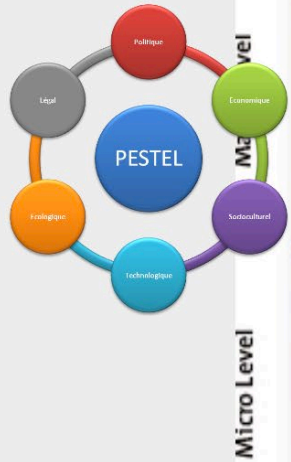
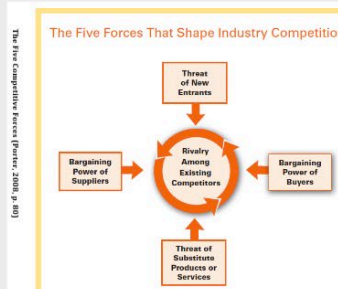


FIGURE 5-A VALS™ identifies eight consumer segments



5 SAMPLE CASES INCLUDED

The CASE

Accountability } Group One
 Integrity } Case busters
 } No NonSense
 Trust }
 Rule of Law } Group four
 } Group Two
 Respect }
 Fairness } Every Group
 Transparency } Group Three
 Viability } The A Team

A hand-drawn circuit diagram with three nodes, each containing a plus sign (+). The nodes are connected by lines, forming a triangular shape with an additional line connecting two of the nodes.

RENAULT-NISSAN: THE CHALLENGE OF SUSTAINING STRATEGIC CHANGE

RAP



KANNAN

STEP 3 – COMMUNICATING THE DFEI PRINCIPLES TO LOCAL BUSINESSES

- Diffusing the DFEI Principles to the local business community through local marketing plan and marketing research projects.



21 KEYS ESCAPE ROOMS



JAK'S BREWING



STUDENTS ARE ASKED TO PRESENT THE DFEI PRINCIPLES AS THEIR ETHICAL WORK FOUNDATION

MedStudy



Impact

Fall 2019 – 7 local businesses

Spring 2020 – 13 local businesses

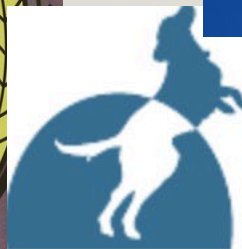


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#happypeopledrinklemonade



National Mill Dog Rescue™

IN SUMMARY, CLASSROOM IS THE PERFECT SETTING TO DIFFUSE DFEI PRINCIPLES THROUGH

- LEARNING TO IDENTIFY THE PRINCIPLES IN PERSONAL AND PROFESSIONAL SETTINGS.
- LEARNING TO APPLY AND REACT TO THE PRINCIPLES IN SIMULATED SCENARIOS
- LEARNING TO WORK UNDER THE DFEI PRINCIPLE FOUNDATION WITH LOCAL BUSINESS COMMUNITY