

1 ☐ **THE MOST PROFESSIONAL THING YOU CAN DO...**

The Honorable Jay B. McCallum
Louisiana Supreme Court

2 ☐ **Three Major Questions Underlie Most Discussions of Ethics:**

3 ☐ **Consensus Answers to the Three Previous Questions:**

4 ☐ **(1) What is the benchmark or foundation of ethical conduct?**

A Code of Professional Conduct

5 ☐ **(2) For professional people, what is ethical conduct?**

Conduct which does not violate proscribed activity of that Code or the criminal code.

6 ☐ **(3) What is the primary reason unethical conduct should be avoided?**

To avoid disciplinary action by a governing board or legal system.

7 ☐ **Should these answers, which reflect the prevailing attitude of professionals, cause us concern?**

8 ☐ **What are Codes of Professional Conduct in Their Most Basic Sense?**

Most ethical problems for professionals result not from a misunderstanding of the "Ethics Code," but rather from running too close to the sidelines.

When we hear extreme cases, at Ethics Seminars, referring to attorney theft of client funds or a lawyer holding a client at gunpoint until a settlement is signed, do we really think that the root problem is that this lawyer didn't read the Code of Professional Conduct?

9 ☐ **Ethics Codes, even the Criminal Code, when distilled to their basic forms, represent: THE POOREST CONDUCT ALLOWED BEFORE SANCTIONS MAY BE IMPOSED, or**

in other words,

10 ☐

11 ☐

IS THE MINIMUM, THE MAXIMUM THAT THE PUBLIC SHOULD EXPECT OF US AND THAT WE SHOULD EXPECT OF OURSELVES?

12 ☐

SHOULD THE PUBLIC EXPECT LESS FROM US THAN WE EXPECT FROM OUR PERSONAL PASTOR, PHYSICIAN, PROFESSOR OR TEACHER OR EVEN OUR OWN OFFICE PERSONNEL;

E.G. EXCELLENCE, HONESTY, INTEGRITY, DEPENDABILITY, KINDNESS, LOYALTY?

13 ☐

This is where professionalism comes into play.

14 ☐ **Everything I Need to Know I Learned at Pisgah**

15 ☐

The Most Professional Thing You Can Do is ...

16 ☐

BE COMPETENT

17 ☐

You cannot be professional if you are incompetent.

18 ☐

If you are not good at what you hold yourself out to do, you can be a lot of things, but you are not professional.

19 ☐

What can you do to be competent (Excellent) at what you do?

20 ☐ **SIX PRINCIPLES OF EXCELLENCE**

21 ☐

22 ☐ **I. The Principle of Movement**

23 ☐ **I. The Principle of Movement**

This may be the foundation for all the other principles.

24 ☐ **I. The Principle of Movement**

Every day you are either proceeding toward excellence, or you are retreating toward incompetence.

25 ☐ **I. The Principle of Movement**

Excellence is a destination, and you must move to get there.

26 ☐ **I. The Principle of Movement**

Everyone wants to arrive at some great destination, but few are willing to take the steps to get there.

27 ☐ **I. The Principle of Movement**

Everything you do ought to be a step in the direction of reaching your goals.

28 ☐ **I. The Principle of Movement**

The most difficult part of any journey is the first step.

29 ☐ **If you are having a problem starting at the beginning, start somewhere else.**

30 ☐ **II. The Principle of Preparation**31 ☐ **II. The Principle of Preparation**

Professionals Plow Before They Plant and Plant Before They Pick

32 ☐ **II. The Principle of Preparation**

Professionals Set Goals and Every Step They Take Moves Them Closer

33 ☐ **II. The Principle of Preparation**34 ☐ **II. The Principle of Preparation**

Most People Are Satisfied With Being Average.

35 ☐36 ☐37 ☐ **II. The Principle of Preparation**38 ☐39 ☐ **II. The Principle of Preparation**

Do not practice until you get it right.

40 ☐

If you miss 99 free throws and finally make the 100th, you have practiced until you got it right.

41 ☐

However, you have a 99% rate of failure.

42 ☐

"Practice until you cannot get it wrong."

– Dan Orlovsky, ESPN

43 ☐ **III. The Principle of Nurture**44 ☐ **III. The Principle of Nurture**

Professionals nurture their strengths.

You should water your flowers and kill your weeds.

45 ☐ **III. The Principle of Nurture**

Weightlifters develop their strength, not their speed.

46 ☐ **IV. The Principle of Reciprocity**

47 ☐ **IV. The Principle of Reciprocity**

Robert B. Cialdini, among others, devoted research to this principle.

48 ☐ **IV. The Principle of Reciprocity**

People are more likely to help you if you have first helped them.

49 ☐ **IV. The Principle of Reciprocity**50 ☐ **IV. The Principle of Reciprocity**

That is why Hare Krishna give out flowers; after taking one, you feel obligated to donate.

You receive free address labels with fundraising appeals for the same reason.

51 ☐ **IV. The Principle of Reciprocity**

The converse is also true.

People like it when you are obligated to them in some way.

Those who feel you owe them a favor are likely to be helpful and cooperative with you in your endeavors. They realize that helping you may put you in a position to do even more for them in the future.

52 ☐ **V. The Principle of TEAMWORK**53 ☐ **Excellence Cooperates**54 ☐ **Do not fear the success of others.**55 ☐ **Benefit from their achievements.**56 ☐ **Never do anything that someone else will do for you.**57 ☐ **One horse can't pull a stagecoach; it takes a team. Be willing to work with others. It is amazing how many people cannot delegate to others.**58 ☐ **VI. The Principle of Infusion**59 ☐ **What you put in, comes back out.**60 ☐ **Conclusion**