



# Ethics on the Move Part 3

*YOUR KEY TO THE TAX COMMUNITY*

# Caryn Maitland CA(SA)

- Caryn is CA(SA and RA, who has lectured extensively at UKZN (and other institutes) specialising in Advanced Financial Accounting, returning to this space in 2023. Subsequently, Caryn specialised in facilitating Ethics conversations, keeping assurance practitioners updated and unpacking legislation for the financial sector.
- Caryn has conducted training for accountants since 2006 on various topics and has consulted on a number of technical issues. Since January 2011, Caryn has focussed on being a technical freelance consultant and trainer to the accounting profession.
- Caryn has worked extensively with analysts, directors and other users of financials to interpret, prepare, analyse and forecast information based on these financials.
- Caryn is also a member of the following SAICA bodies and committees: Eastern Region Council, National Small and Medium Practices Forum, the Accounting Practices Committee, and Chairs the Legal Practices and Accountants Committee and the Midlands District Association



# Ethics: Why should we care?

It takes 20 years to build a reputation and five minutes to ruin it.

Warren Buffet

# Your Character is Your Choice



“You are what you do,  
not what you say you  
will do.”

— Carl Jung

[www.facebook.com/poets01](http://www.facebook.com/poets01)



**WHAT YOU DO  
HAS FAR  
GREATER  
IMPACT THAN  
WHAT YOU  
SAY.**

**STEPHEN COVEY**

Ethics 2023

*@PeacefulMindPeacefulLife*

The way you treat  
people says a lot  
about who you are.  
Be careful. Your actions  
are screaming over  
your words.

*-THEMA DAVIS*

# Ethics: Why should we care?

**Trust has two dimensions: competence and integrity. We will forgive mistakes of competence. Mistakes of integrity are harder to overcome.**

SIMON SINEK

# Your Vibe Attracts Your Tribe...

- Do you know yourself?

# Understanding your value system (and therefore others)

- Do you know yourself?

# Understanding your value system (and therefore others)

**WITHOUT A MORAL  
COMPASS THE  
HUMAN MIND WILL  
JUSTIFY ANYTHING.**

**- MEHRNAZ BASSARI**

# Understanding your value system (and therefore others)

We don't see things  
as they are.

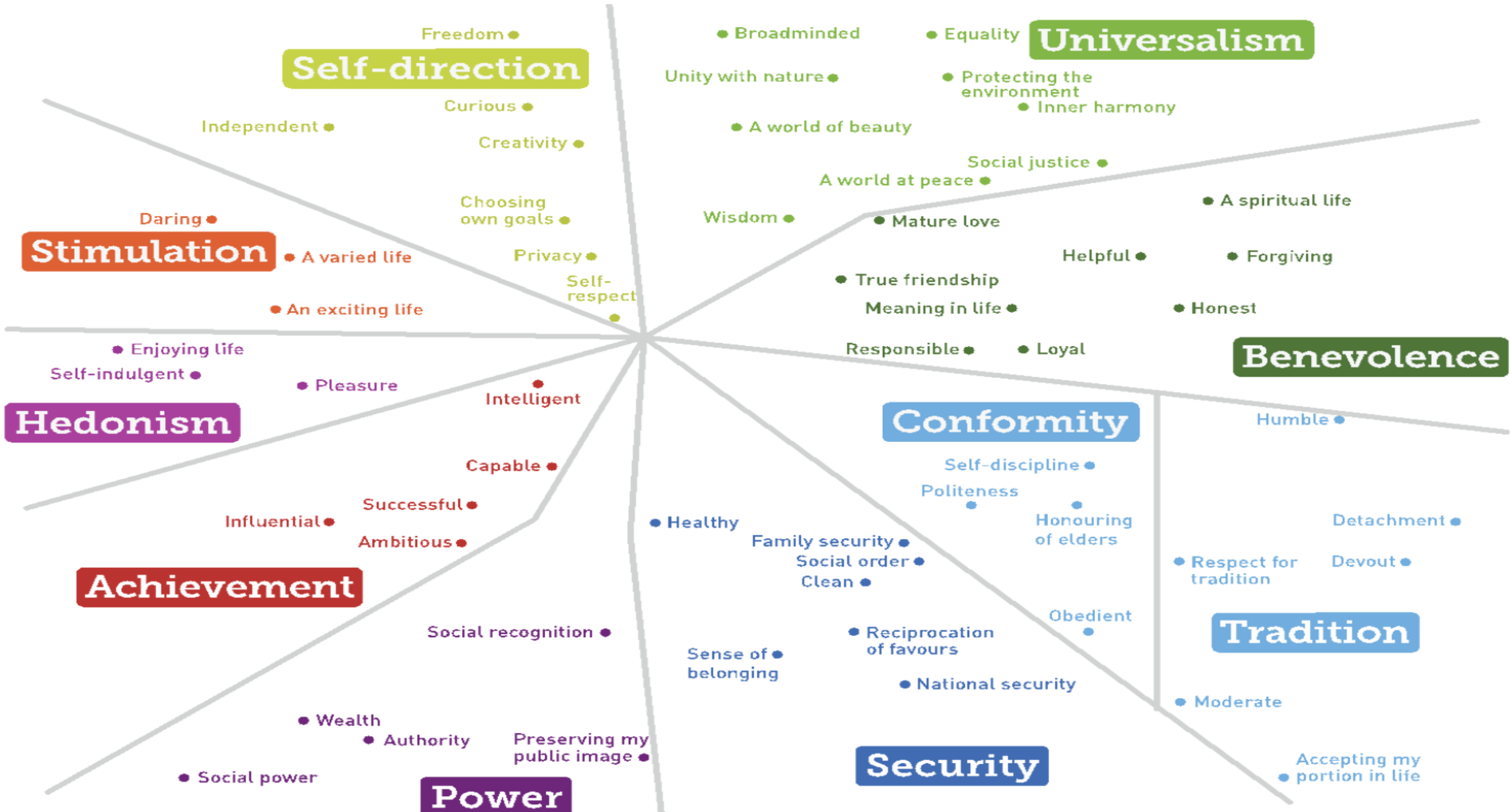
We see them as we are.

*Anaïs Nin*



# Schwartz Values 1992





Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.

# What is an “invisible reputation”?

- Our reputation is not solely based on what we do in front of others but also on **how we are perceived when we are not present**.
- It is a reflection of our character, values, and integrity as demonstrated through our actions and behaviors.

As Maya Angelou once aptly stated, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- This highlights the enduring impact of our interactions on our reputation and the importance of leaving a positive impression on others.

# The Impact of Word of Mouth

- What is in our control??

# Striving for Excellence

## **10 THINGS THAT REQUIRE ZERO TALENT**

**BEING ON TIME  
WORK ETHIC  
EFFORT  
BODY LANGUAGE  
ENERGY  
ATTITUDE  
PASSION  
BEING COACHABLE  
DOING EXTRA  
BEING PREPARED**

# Recipe for Building an Ethical Reputation

## **Ingredients:**

1. Integrity
2. Transparency
3. Trustworthiness
4. Communication Skills
5. Professional Standards
6. Accountability
7. Continuous Learning
8. Support Network

# Recipe for Building an Ethical Reputation

## Instructions:

### 1. Preparation

Start by understanding the core values and ethical principles that guide the accounting profession. Familiarize yourself with the ethical guidelines set by professional organizations and regulatory bodies.

### 2. Integrity as the Base:

Begin with a strong foundation of integrity. Always act honestly, ethically, and consistently in all your interactions and decisions.

### 3. Transparency is Key:

Be transparent in your actions and communication. Disclose relevant information openly and honestly to build trust with clients, colleagues, and stakeholders.

**4. Add a Dash of Trustworthiness:** Cultivate trustworthiness by delivering on promises, maintaining confidentiality, and demonstrating competence in your work.

**5. Blend in Communication Skills:** Enhance your communication skills to effectively convey complex financial information, risks, and ethical considerations to various stakeholders.

### 6. Mix in Professional Standards:

Adhere to professional standards and ethical guidelines in your accounting practice. Stay informed about updates and changes in regulations to ensure compliance.

# Recipe for Building an Ethical Reputation

## Instructions (continued):

### 7. . **Sprinkle Accountability:**

Take ownership of your actions and decisions. Hold yourself accountable for upholding ethical principles and meeting professional responsibilities.

### 8. **Stir in Continuous Learning:**

Commit to continuous learning and professional development. Stay abreast of emerging ethical issues, attend training sessions, and engage in ethical decision-making exercises.

### 9. **Garnish with a Support Network:**

Surround yourself with a supportive network of mentors, colleagues, and ethics advisors. Seek guidance and feedback on ethical dilemmas and reputation-building efforts.

### 10. **Bake with Time and Consistency:**

Building an ethical reputation is a gradual process that requires time, effort, and consistency. Stay committed to ethical conduct and reputation-building practices over the long term.

### 11. **Serve with Integrity and Respect:**

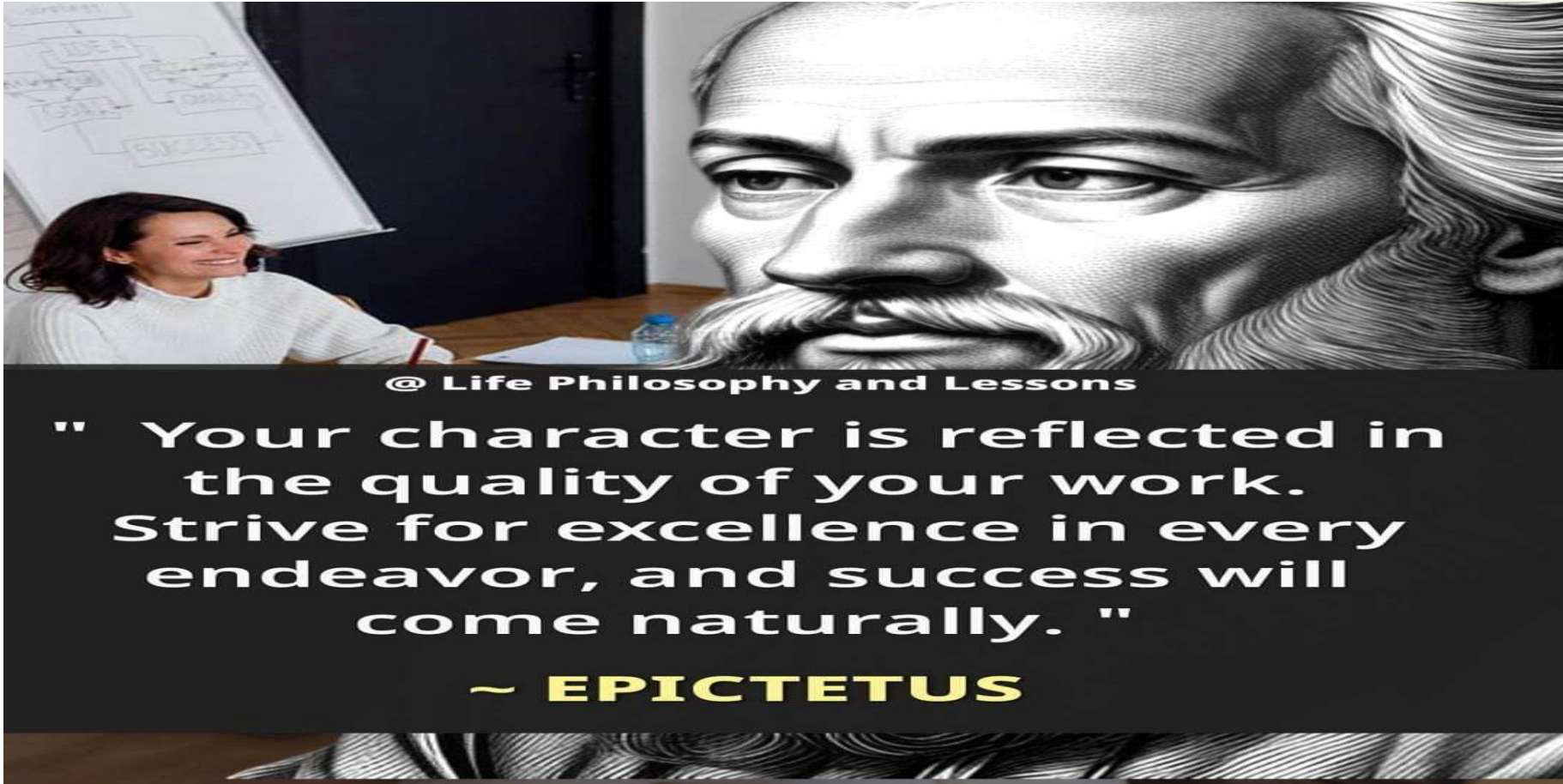
| Present your ethical reputation with pride and humility. Treat others with respect, uphold ethical standards, and let your actions speak volumes about your integrity.

### 12. **Enjoy the Fruits of Your Labor:**

As your ethical reputation grows, relish the trust, credibility, and opportunities that come your way. Your ethical reputation will serve as a cornerstone of your success in the accounting profession.

- **Bon appétit!**

# Striving for Excellence



# Striving for Excellence

- Steve Jobs, who famously said,

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

Questions and Thank you!