

Ethics, Responsibility and Morality:
The keys to longevity and success.
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From a teleconference with Phil Kaplan as recorded by Brennan Forsyth

QUESTIONS TO CONSIDER:

What is your responsibility to each client?

When you say you guarantee results, what does that mean?

What is your responsibility to the client who you suspect fails to do what you suggest?

These are much easier questions to answer for someone with limited scope. The questions become more difficult when you seek continuous growth and combine that growth with ethics and morality.

What is morality?

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Caring

Responsibility mounts when you combine ethics with knowledge

Your responsibility is to share what you know to be true, and always encourage acquisition of more information. If you can provide clients with resources, ideally pro and con, and provide insight that helps them determine which appears more legitimate, you are a hero, a resource, and an ally.

As drug companies manipulate medicine and the health care system, consumers have need for new resources. While you need not step out of your scope of practice, it's best to understand what meds each of your clients are taking, what the intended outcome is, and what the risks are. The drug companies provide "research" to justify prescriptions. The research they call upon gains mass exposure.

Begin to assemble your own research arsenal reading exercise and nutrition journals. While you won't be in a position to condemn medications, you can challenge pharmaceutical research with powerful alternatives. There are literally thousands of studies "proving" that regular exercise can improve blood pressure, cholesterol, weight, and glucose levels.

Always be protective of your ethics and responsibilities, you will need them in the years to come as you evolve into a greater leader in our industry. Make promises, but only make the promises that you can keep. Live up to the responsibility of keeping those promises and never allow your ethics and morals to cave in exchange for immediate ease or short term reward.

Always continue to develop an enhanced sense of clarity in your vision.

The vision will change as you grow but be clear on the milestones and always consider your increased need to accept greater responsibility.

Consider the following questions:

- Why is your Ethical Morality a Selling Point?
- Where is the evidence that it exists for someone who doesn't know you?
- What would you say to a group of people who have been given a new medication for diabetes because their blood sugar tested high on a single test?
- What would you say to a group of people who say they have tried exercise and eating right and it didn't work?

Hold tight to your evolving Creative Tension and fill the space between present and the next milestone with a plan.

Become adept at answering the question: What is the vision, what is the plan?