



# “Jazz Ethics” – Ethics from the CEO’s Chair

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# Self-Introduction

Clif Smart

PRESIDENT, MISSOURI STATE  
UNIVERSITY

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Greg Burris

CITY MANAGER, CITY OF  
SPRINGFIELD

# Agenda

- ▶ Challenging Situations
- ▶ Values We Use to Guide Us
- ▶ Q&A

# Challenging Situations

WHAT WOULD YOU DO?

# When did being a subject expert become a liability?



*"These smug pilots have lost touch with regular passengers like us.  
Who thinks I should fly the plane?"*

# Ethical Issue: Respond vs. Not

- ▶ Do you remember a time when being an “expert” was an asset?
- ▶ Example: Public comments during Pit Bull debate
- ▶ If you respond . . .
- ▶ If you don't respond . . .

# Race, Ethnicity, National Origin Issues

- ▶ Campus protests
- ▶ Travel ban
- ▶ DACA
- ▶ Stockley Verdict



# Home Fire Sprinklers?

- ▶ Seen through the lens of the Home Buildings Association
- ▶ Seen through the lens of the Fire Department

# Street Preachers

- ▶ Speaker's message offensive
- ▶ Violent response

# Panhandlers

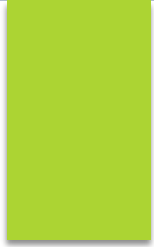

- ▶ What's best for the panhandlers?
- ▶ What's best for the community?
- ▶ Is handing cash out the window the best solution?
- ▶ Is it popular to ask people to stop handing cash out the window?

# Terminations

- ▶ For misconduct, disloyalty or incompetence
- ▶ As a part of a reorganization

# Impact of Traditional Media and Social Media

- ▶ Clif's perspective
- ▶ Greg's perspective



The Values We  
Use to Guide Us

HOW TO STAY TRUE TO  
YOURSELF

# The Values Clif Uses

- ▶ Kindness
  - ▶ Unselfishness
  - ▶ Truthfulness
  - ▶ Dedication
  - ▶ Loyalty
  - ▶ Boldness
- 
- ▶ Clif's Rules to Live By

# The Values Greg Uses

- ▶ Fairness – be open-minded; listen to all sides
- ▶ Honesty
- ▶ Empathy – consider impact on all parties; walk in others' shoes
- ▶ Integrity – earn credibility by saying what you'll do; do what you say
- ▶ Respectfulness
- ▶ Responsibility – be accountable
- ▶ Compassion – show concern for others
- ▶ Consistency



Questions?

