



# **BUSINESS ANALYSIS CONFERENCE EUROPE**

16 - 18 September 2024 • London, UK

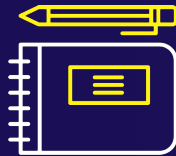
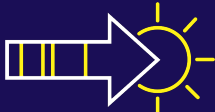
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# ETHICS FOR BUSINESS ANALYSIS

**Navigating dilemmas in our complex world**

**With DR PENNY PULLAN of MAKING PROJECTS WORK LTD.**



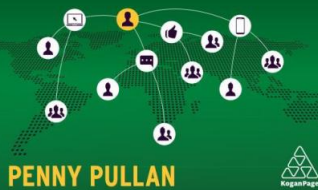
If you're here early, please pop your **hopes** and **fears**  
for this session on the big piece of paper...  
and chat to others about **why** you choose to come to  
this Ethics session.



2nd Edition

# VIRTUAL LEADERSHIP

Practical strategies for success with remote or hybrid work and teams



PENNY PULLAN



In-person, virtual & hybrid

# MAKING WORKSHOPS WORK

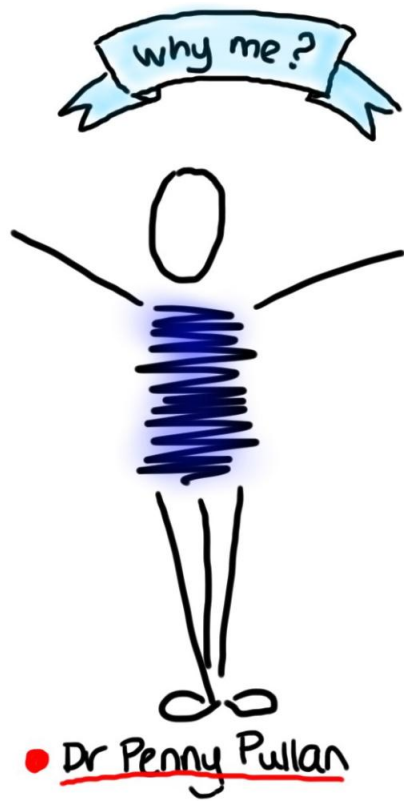
Creative collaboration for our time



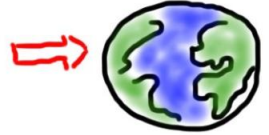
PENNY PULLAN



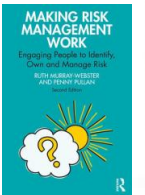
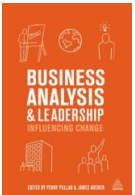
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⇒ success in tricky projects

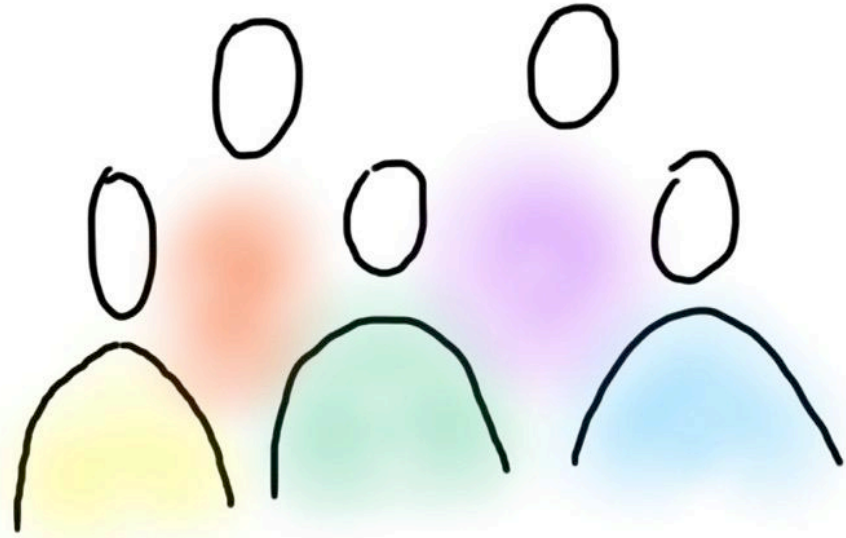


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# Why Ethics?





What about you?

Our Plan...

4:55 Start  
 5:30 Q&A  
 5:40 Finish

We Are Here To...

Explore ethics for business analysis

Today We Will...

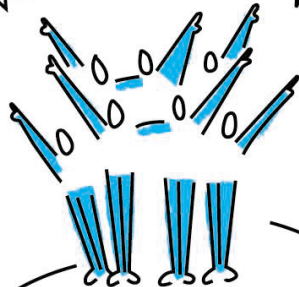
Intro

It can be really hard...

Ethics theory and framework

Case Studies - what would you do?

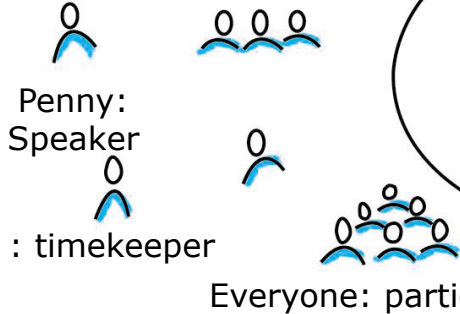
What will you do next?



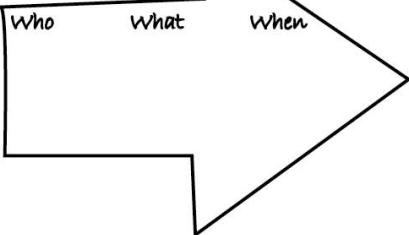
How We Work Together...

To set on the day...

Who's Doing What...



What's Next...

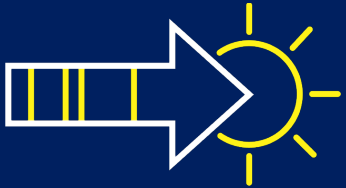


# What ethical dilemmas have you met in your career

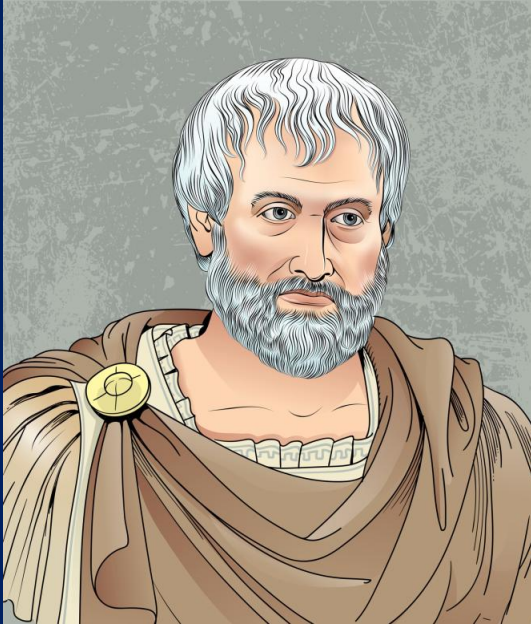
(especially related to business analysis)



# Ethical lenses through the ages...

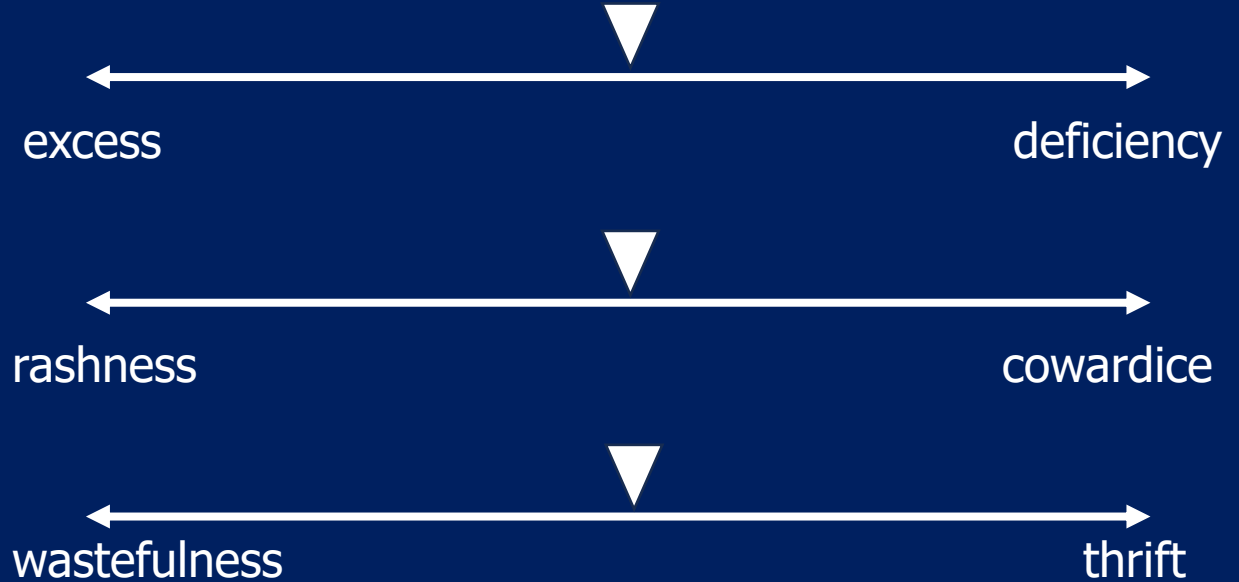


# Aristotle



384-322 BCE

# Virtual Ethics



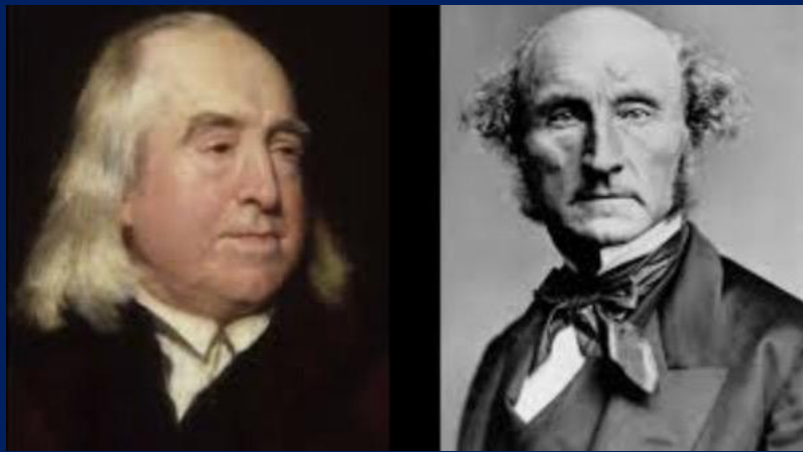
# Immanuel Kant

## Deontology

Categorical Imperative  
Universal Law



1729-1804



# Utilitarianism

The greatest good for  
the greatest number

**Mills &**

1806-1873

**Bentham**

1747-1832





## Code of Ethical Conduct and Professional Standards

The IIBA **Code of Ethical Conduct and Professional Standards** for ECBA™, CCBA®, CBAP®, IIBA®- AAC, IIBA®- CBDA, IIBA®- CCA and IIBA®- CPOA applicants and certificate / certification holders is one of the ways that we put IIBA's values into practice. **You must read and agree to this *Code of Ethical Conduct and Professional Standards* in order to be able to proceed with your application or exam registration.**

<https://www.iiba.org/globalassets/documents/terms-conditions-codes-of-conduct/certification-code-of-ethical-conduct-and-professional-standards.pdf>

## Candidates Professional Practice

- Responsibility to provide accurate, truthful advertising and representations concerning qualifications, experience, and performance of services.
- Responsibility to render only those services for which you are fully competent and qualified. (cont)

- Responsibility to comply with laws, regulations, and ethical standards governing professional practice in the state/province and/or country where providing analysis services.
- Responsibility to respect the trust and privileges granted to you.

# RESPONSIBILITIES TO THE CLIENT AND THE PUBLIC

*Qualifications, Experience, and Performance of Professional Duties*

- Responsibility to act honourably and legally to provide accurate and truthful representations to the public in advertising, public statements, and in the preparation of estimates concerning costs, services, and expected results.
- Responsibility to render only those services for which you are fully competent and qualified.

# **MORE RESPONSIBILITIES TO THE CLIENT AND THE PUBLIC**

## *Qualifications, Experience, and Performance of Professional Duties*

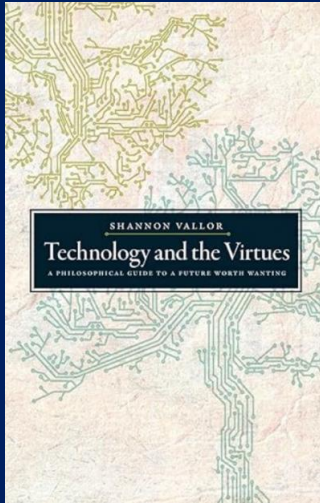
- Responsibility to maintain and satisfy the scope and objectives of professional service.
- Responsibility to maintain and respect the confidentiality of sensitive information obtained in the course of professional activities or otherwise where a clear obligation exists.
- Responsibility to preserve the value of their systems, applications, and information.
- Responsibility to respect their trust and the privileges granted with that trust.

responsibility



# Shannon Vallor

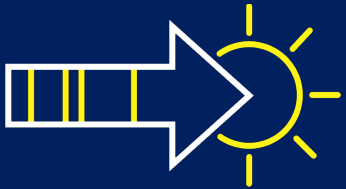
# Technomoral Virtues



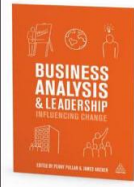
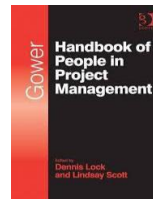
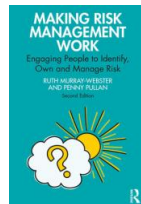
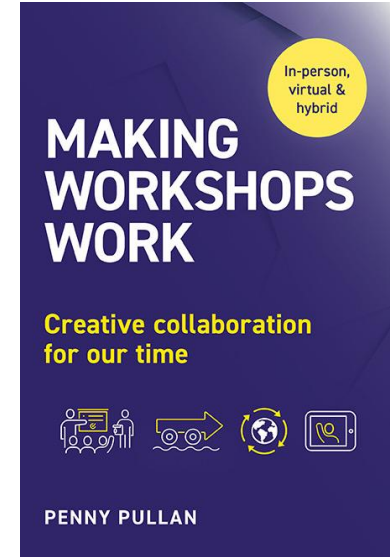
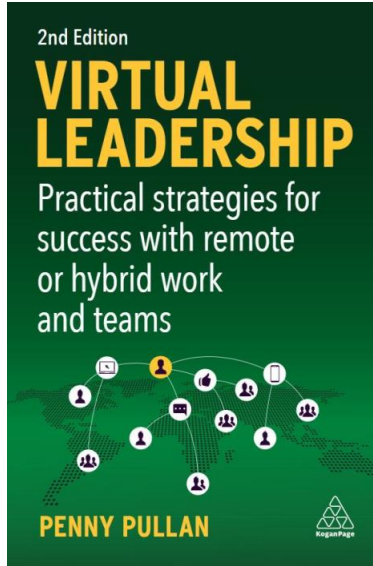
2016

technomoral-wisdom  
care  
humility  
courage  
empathy  
honesty perspective justice  
civility flexibility  
self-control  
magnanimity

**Let's apply it then!**



# Connect or message me for today's photos and slides:



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[www.makingprojectswork.co.uk](http://www.makingprojectswork.co.uk)



What questions do you have?



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