

Strategy : Ethical Decision Making

Fundamentals of the strategy

What is the goal of this strategy ?

Explore the **ethical aspects of a decision** and **evaluate potential options** using several **ethical lenses**

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What is a lens?

A lens represents one **type of normative ethical theory**, with which you can evaluate the different options you have to choose from.

The 6 lenses

Rights

Respect the Rights of the stakeholders. Example of Rights can be from the UDHR

Which option best respects the rights of all who have a stake ?

Justice

Detect unfair treatments.

Which option treats people fairly, giving them each what they are due?

Utilitarian

Take the option with best good vs harm ratio

Which option will produce the most good and do the least harm for as many stakeholders as possible?

Common Good

Serve the community the best you can

Which option best serves the community as a whole? And the most vulnerable?

Virtue

Try to reach the ideal of a good person

What kind of person am I if I take that option? And am I acting at my best?

Care Ethics

Put the individuals, their feelings and their relationships at priority

Which option best takes into account the relationships, concerns and feelings of all stakeholders?

Lens	Justification	Option Chosen
Rights	...	A
Justice	...	B
Utilitarian	...	A
Common Good	...	C
Virtue	...	B
Care Ethics	...	A