



Conflict of interest

Case Study #5

Outback Bank – Situation report

- Promotional campaign for bank. You are the bank's Director of PR
- Advertising specialty program for 10,000 employees
- "Large Promotions" company recommended by PR agency
- Your wife owns Large Promotions
- What do you do?

1. Define specific ethical issue

- Do I inform bank management?
- Should I ask PR firm to select another vendor?
- Should I let PR firm select vendor?
- Large Promotions had the best price, isn't that good enough?

2. Identify internal/external factors that may influence decision making process

- Conflict of interest policy at bank
- Conflict of interest policy at PR firm
- Responsibility to employees

3. Identify key values

- Honesty
- Expertise
- Independence
- Loyalty
- Fairness

4. Identify affected parties

- Bank management
- Bank employees

5. Select ethical principles

- Conflict of interest
- Avoiding real, potential or perceived conflicts of interests builds trust

6. Make a decision

- Even though it is ok with your employer, notify PR agency of your decision not to use your wife's company, 'Large Promotions'