



DIVERSITY + INCLUSION as an Ethics Construct

KEGLER
BROWN
HILL+
RITTER

Presented by
Thomas P. Pannett



ENGINEERING ETHICS

OVERVIEW

The Ethical Engineer's Guide to Avoiding the 7 Deadly Sins



Ethical Concerns with Autonomous

Vo

"Why your car w

THE EVOLUTION OF ENGINEERING ETHICS

THE *Road Ahead*

Ethical Advantages to Trust-Based Partnering

TODAY
We'll
Discuss

- + Audience participation (menti.com)
- + How PE/PS rules encourage being inclusive and pursue diversity
- + A few definitions & a bias exercise
- + The negative side to diversity and inclusion
- + Business case for D&I
- + Ways to enhance diversity and inclusion in our profession
- + Recommendations and conclusion



**On smart device
go to: [menti.com](https://www.menti.com)
(join a presentation)
use code (???? ????)**

"Honesty is the highest form of intimacy." - unknown

The Golden Rule

That nature only is good
when it shall not do unto
another whatever is not good
for it's own self.



Blessed is he who prefers his brother
before himself.

What is hateful to
you, do not do to
your fellow man.
That is the entire
Law; all the rest is
commentary.



Hurt not others with
that which pains
yourself.

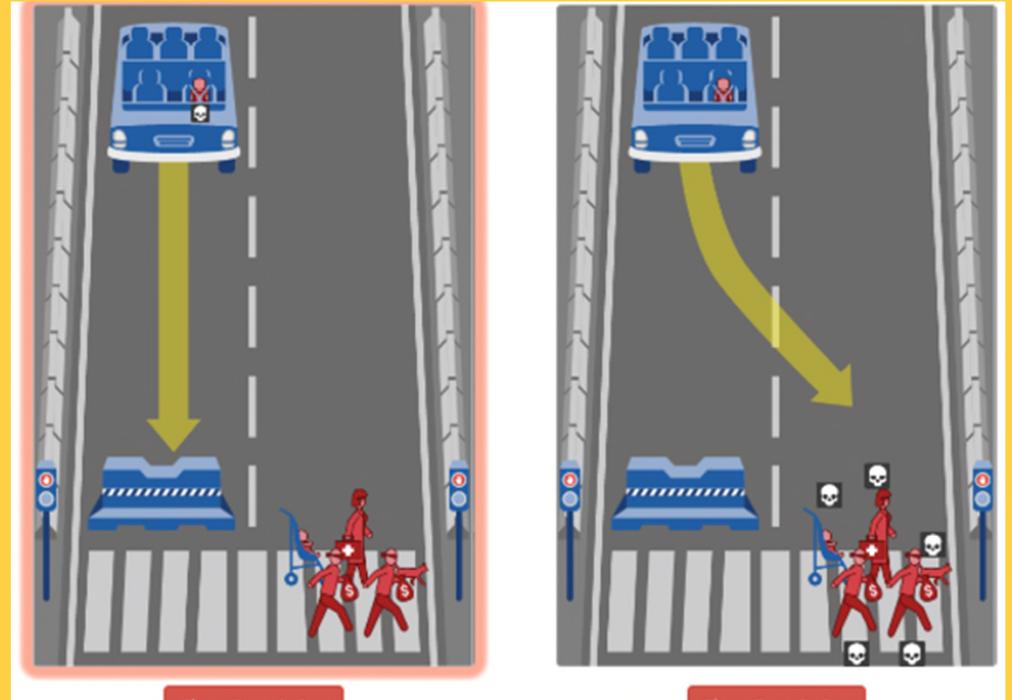
This is the sum of duty:
do naught to others that
which if done to thee
would cause pain.



No one of you is a believer
until he desires for his
brother what he desires for
himself.

Do unto others as you
would have them do
unto you.

Morality



"Clear thinking requires courage
rather than intelligence."
Thomas S. Szasz



Ethics and the Role of Ethicists

Personal

Group

Societal Ethics



PROFESSIONAL ETHICS:
Encompass the personal and
corporate standards of
behavior expected
by professionals.



ENGINEERING ETHICS:
The set of rules and guidelines that engineers adhere to as a moral obligation to their profession and to the world.



Ohio Revised Code Section 4733.151 (C)(2)

A person registered as a professional engineer or professional surveyor shall complete **at least two** of the thirty hours required under division (A) of this section on **professional ethics or rules** relevant to the practices of engineering or surveying.

RULES

Relevant to the Practice of Engineering or Surveying

4733-35-02 Integrity

4733-35-03 Responsibility to the public

4733-35-04 Public statements, certifications

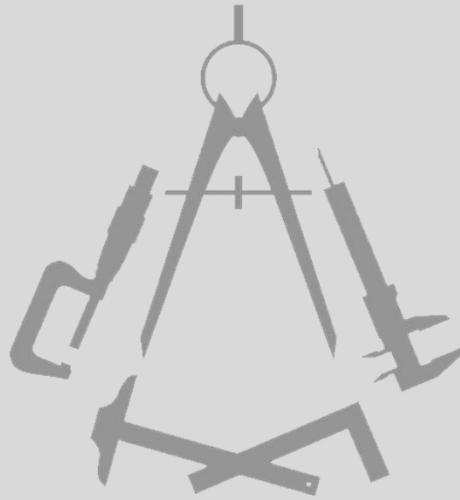
4733-35-05 Conflict of interest

4733-35-06 Solicitation of employment

4733-35-07 Improper conduct

4733-35-08 Other jurisdiction

4733-35-09 Records



ENGINEER'S CREED

AS A PROFESSIONAL ENGINEER,
I DEDICATE MY PROFESSIONAL KNOWLEDGE AND SKILL TO THE
ADVANCEMENT AND BETTERMENT OF HUMAN WELFARE.

I PLEDGE

TO GIVE THE UTMOST OF PERFORMANCE

TO PARTICIPATE IN NONE BUT

HONEST ENTERPRISE

TO LIVE AND WORK ACCORDING TO THE LAWS OF
MAN AND THE HIGHEST STANDARDS OF

PROFESSIONAL CONDUCT

TO PLACE SERVICE BEFORE PROFIT, THE HONOR AND STANDING
OF THE PROFESSION BEFORE PERSONAL ADVANTAGE, AND

THE PUBLIC WELFARE

ABOVE ALL CONSIDERATION

WITH HUMILITY AND THE NEED FOR
DIVINE GUIDANCE,

I Make This Pledge.

“In the perspective of every person lies a lens through which we may better understand ourselves.”
Ellen J. Langer

Integrity

Honesty

**Responsibility
to the Public**

A blurred background image showing a person in a yellow hard hat on the right and another person on the left. In the foreground, there is a laptop on a desk and some papers.

1

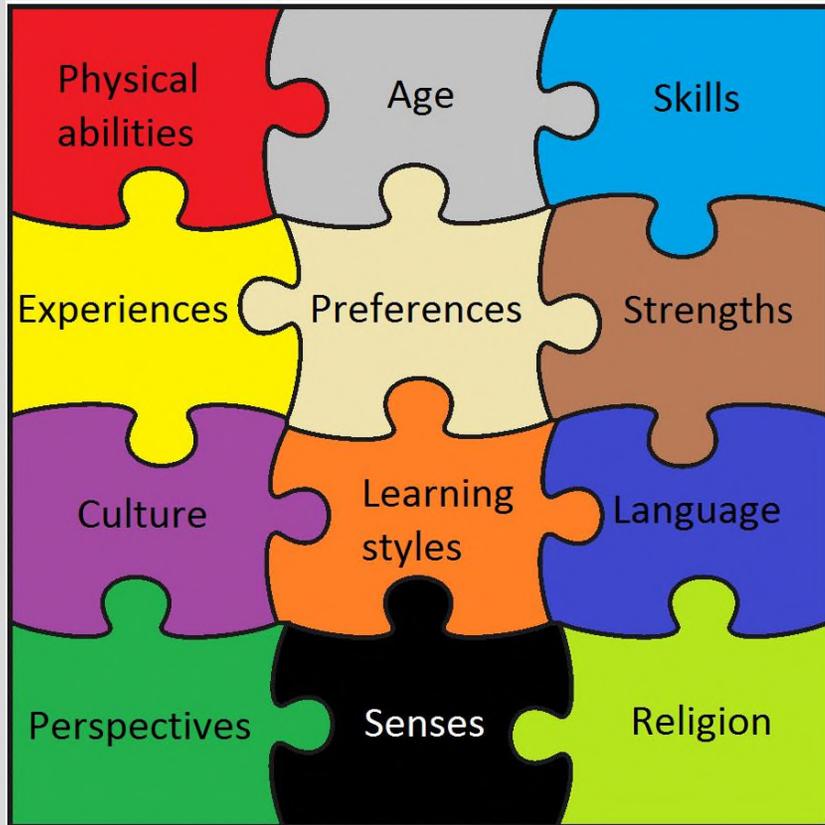
Integrity is service to all

2

It is an exercise in inclusivity

3

The public we serve includes ALL people



But who are those folks that we are seeking to be “included”?

Well, everyone else outside ourselves.

As much as anything else, an exercise in inclusion is an exercise in personal-introspection.

DEFINING D+I

Diversity (traits) and inclusion (behaviors)

Diversity incorporates elements that make humans unique from one another, and those ways and combinations are countless.

Workplace inclusion means delivering a working environment where all employees, irrespective of their age, experience, or position, are treated impartially and graciously. Along with that, they have access to the right resources to contribute to the organization's growth and are finding growth for themselves too.

"Wit consists in seeing resemblances between things which differ, and the difference between things which are alike."
Madame de Stael



BIAS...
**what does that
even mean?**

We do not see things as they are, we see things as we are."
Anais Nin

D+I is about People and Perspective

"It is what we think we already know that often
prevents us from learning."

Claude Bernard



D+I is about People and Perspective

"It is what we think we already know that often
prevents us from learning."

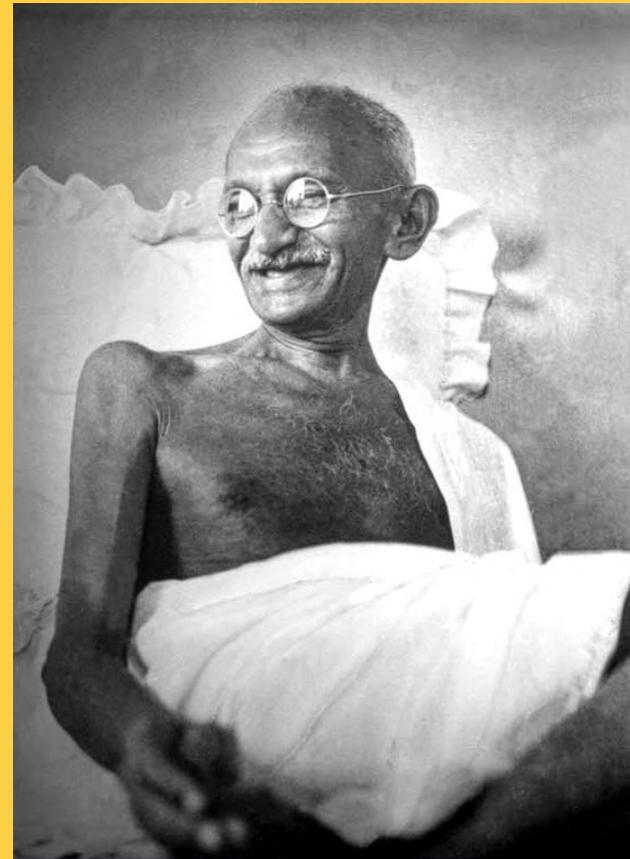
Claude Bernard

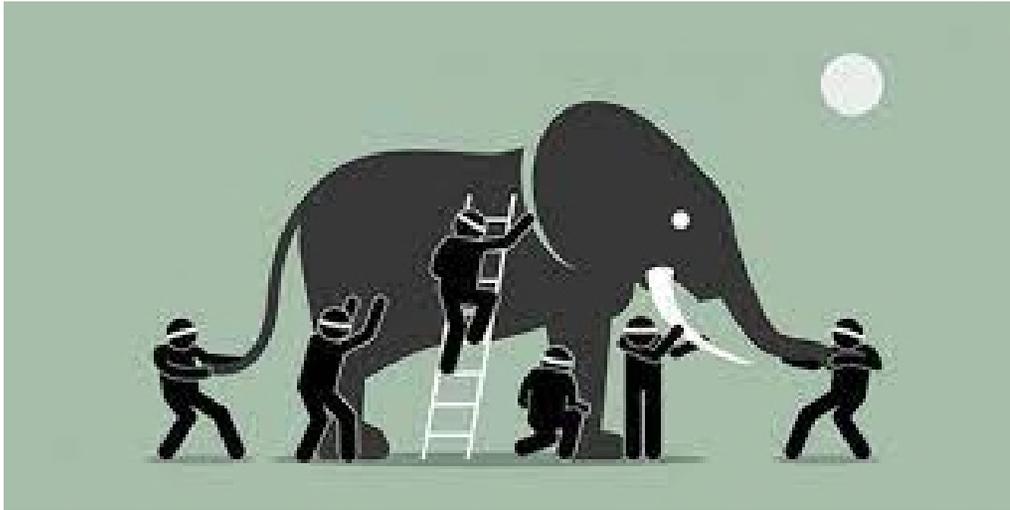


D+I is about People and Perspective

"It is what we think we already know that often
prevents us from learning."

Claude Bernard





"How can each of you be so certain you are right?" asked the King. The six blind men considered the question. And then, knowing the King to be a very wise man, they decided to say nothing at all. "The elephant is a very large animal," said the King kindly. "Each man touched only one part. Perhaps if you put the parts together, you will see the truth." The six wise men rested quietly in the shade, thinking about the King's advice. "He is right," said the first blind man. "To learn the truth, we must put all the parts together.."

<https://www.peacecorps.gov/educators/resources/story-blind-men-and-elephant>

D+I is not New in the U.S.

14th Amendment declaring that all people are to be seen as equal under the law.

USA is a melting pot.

Give me your tired, your poor, Your huddled masses yearning to breathe free, The wretched refuse of your teeming shore.

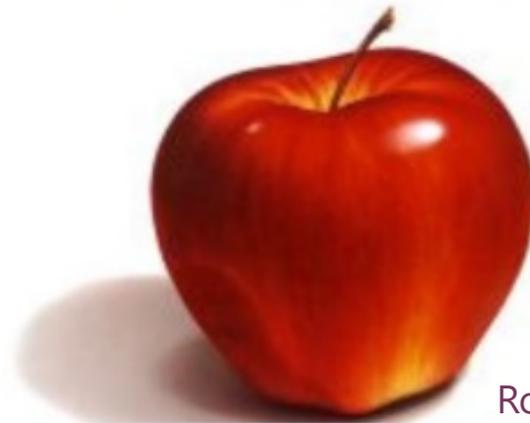
America is a Salad Bowl:
Different ingredients are all mixed together to make one thing, yet each ingredient also retains its own characteristics.

"It is not the strongest of the species that survives, nor the most intelligent. It is the most adaptable to change."
Charles Darwin

Ethics and Morality vs. Exclusion

"I not only use all the brains that I have but
all that I can borrow." Woodrow Wilson

All I really need
to know I learned in
kindergarten



Robert Fulghum

WAIT A MINUTE..

STRIKE THAT...REVERSE IT

memegenerator.net

ODOT Contract, FHWA - Section 1283

*Vendor agrees that Vendor, any subcontractor, and any person acting on behalf of Vendor or a subcontractor, **shall not discriminate, by reason of race, color, religion, sex (including pregnancy, gender identification and sexual orientation), age (40 years or older), disability, military status, national origin, or ancestry** against any citizen of this state in the employment of any person qualified and available to perform the Work. Vendor further agrees that Vendor, any subcontractor, and any person acting on behalf of Vendor or a subcontractor shall not, in any manner, discriminate against, intimidate, or retaliate against any employee hired for the performance of the Work on account of race, color, religion, sex, pregnancy, gender identification and sexual orientation, age, disability, military status, national origin, or ancestry.*

The Real Problem with CRT:

<https://www.newsweek.com/real-problem-critical-race-theory-opinion-1605771>

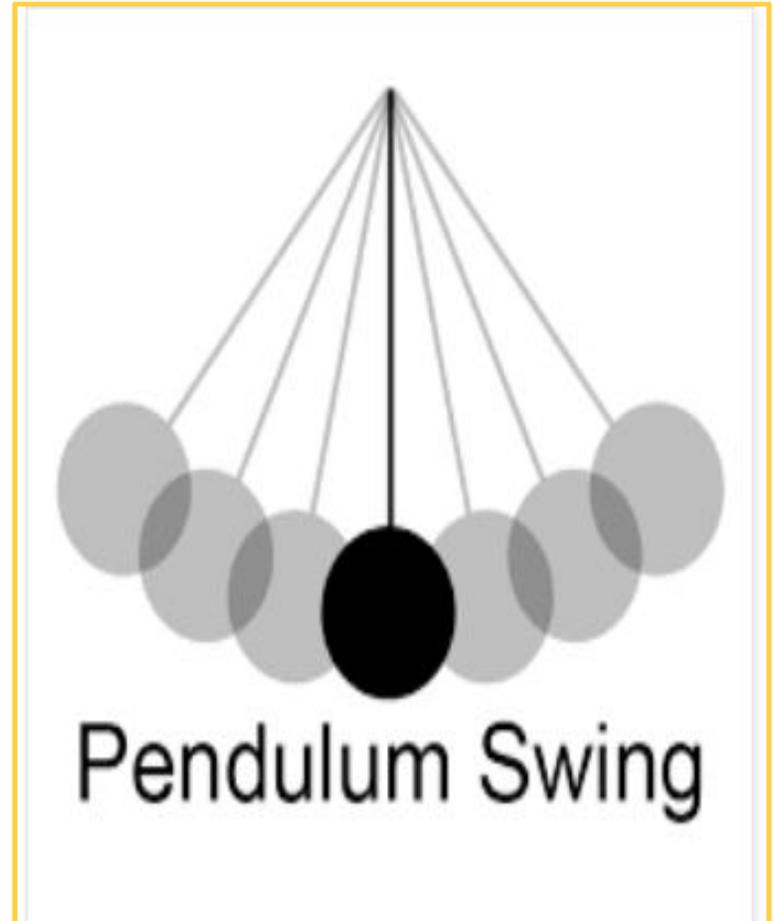
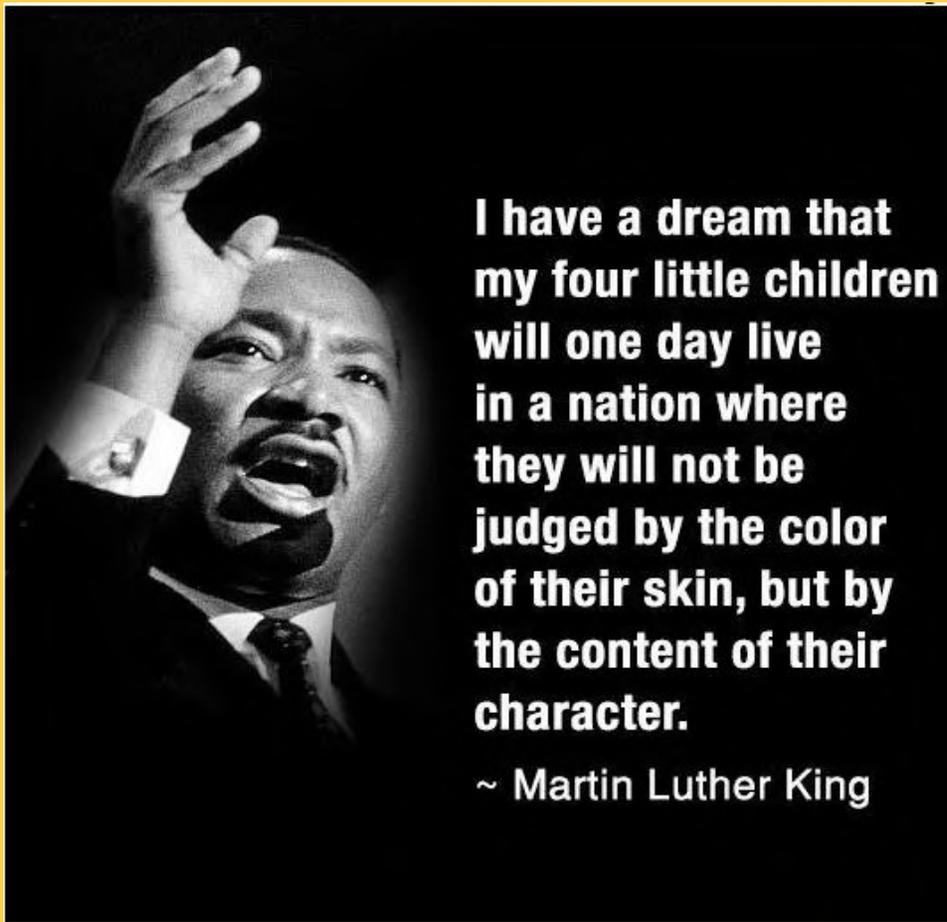
The CRT-approved story, in a nutshell, is that **white racism** is pervasive and **accounts for all racial deficits and disparities**. What is not being taught—what students are not exposed to, and not even allowed to hear—is the contrary position that **persistent racial inequalities are oftentimes rooted in cultural differences and behavioral tendencies** that are not all traceable to slavery or Jim Crow, and cannot all be solved by purging the vague category of "structural racism."

**Pennsylvania professor teaches
White people committing suicide
can be an 'ethical' act**

<https://www.foxnews.com/us/professor-white-people-committing-suicide-ethical-act>

**MIT Boots Science Professor
Following His Triggering Take on
Diversity, Equity and Inclusion**

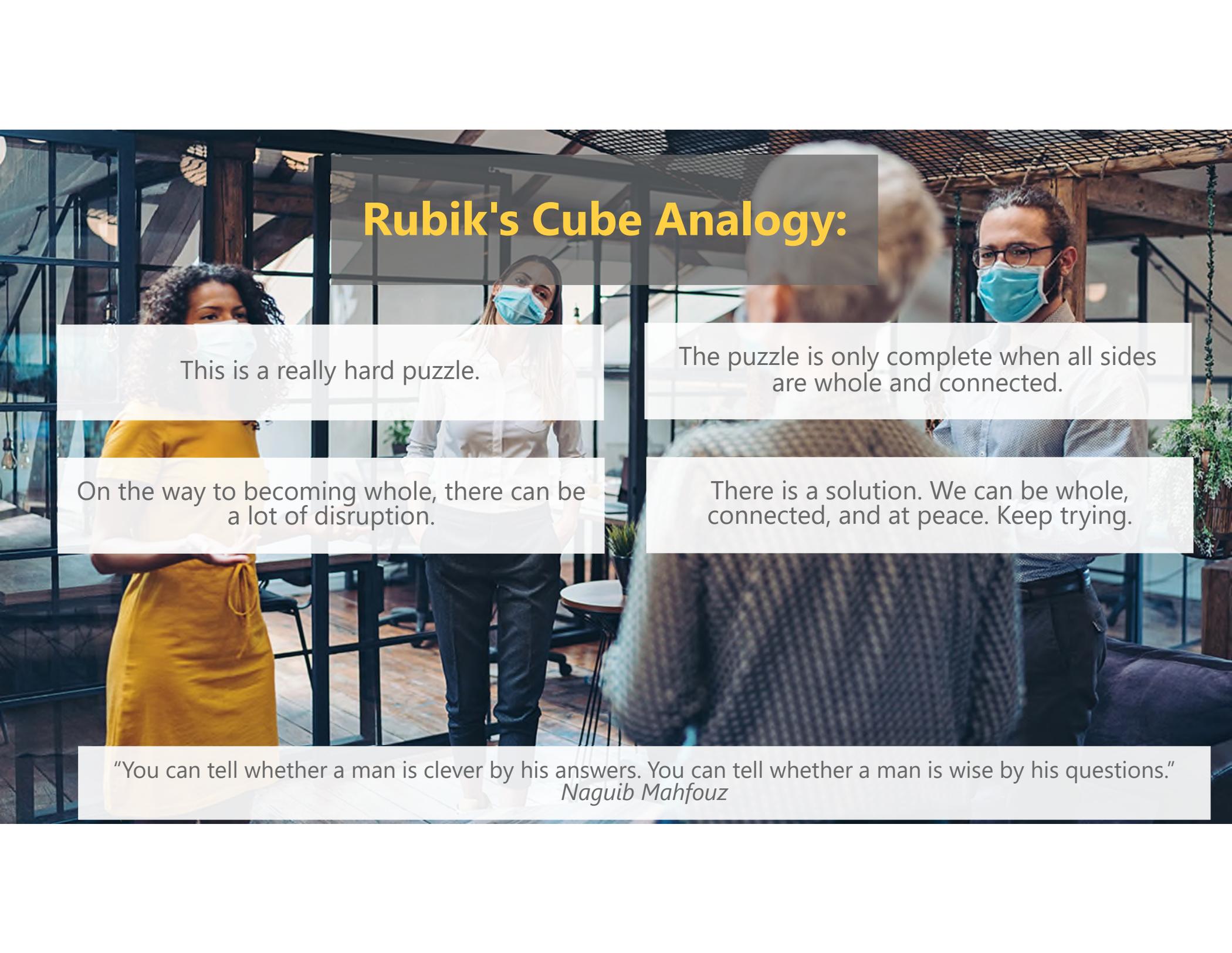
<https://redstate.com/alexparker/2021/10/07/mit-boots-science-professor-following-his-triggering-take-on-diversity-equity-and-inclusion-n453007>



A group of people wearing face masks in a modern, industrial-style setting, engaged in conversation. The scene is set in a loft-like space with exposed wooden beams and large windows. A woman in a yellow dress and a man in a light blue shirt are prominent figures, both wearing blue surgical masks. The background shows other people, also masked, and the interior decor includes hanging plants and industrial lighting.

Addressing our Differences is Challenging and Rewarding

Mosaic Analogy: All distinct colors and shapes but when put together, make something beautiful and meaningful: only coherent as a whole.



Rubik's Cube Analogy:

This is a really hard puzzle.

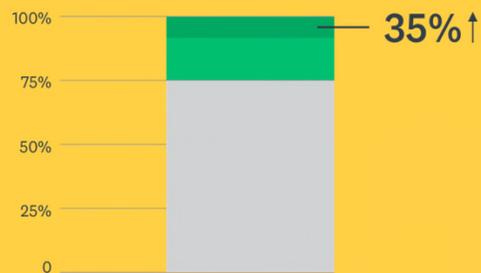
The puzzle is only complete when all sides are whole and connected.

On the way to becoming whole, there can be a lot of disruption.

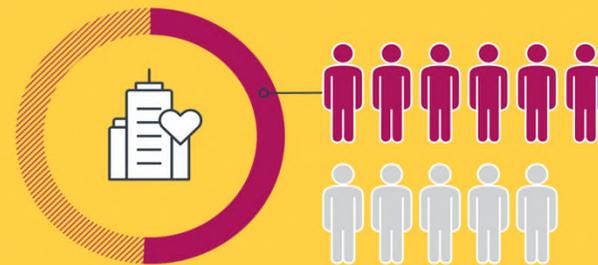
There is a solution. We can be whole, connected, and at peace. Keep trying.

"You can tell whether a man is clever by his answers. You can tell whether a man is wise by his questions."
Naguib Mahfouz

Business Case for D+I



Companies in the top quartile for ethnic diversity are 35% more likely to have better financial returns than the industry medians



More than half of employable people would prioritize working for a company that values diversity, a topic millennials are especially passionate about.

Business Case for D+I (II)

One in four adults in the U.S. has a disability of some kind.

Over 70% of disabilities are "invisible," meaning that they aren't obvious from looking at or talking to the person.

People with disabilities are paid 7-13% less than their abled peers.

What opportunities are being missed?



Dr. Arin Reeves, Esq.

6 Steps to “Inclusive Leadership”

- 1 Be committed to learn;
- 2 Be committed to action;
- 3 Cultivate personal appreciation and regard to all individuals;
- 4 Have total commitment to vision and values;
- 5 Have confidence in the future and certainty of success; and
- 6 Lead somewhere worth going.

Implementing **THE NEXT IQ**



"I want to find someone on earth so intelligent that he welcomes opinions which he condemns." John Jay Chapman

Implementing THE NEXT IQ

- ✓ NEXT IQ is transitioning from individual expertise to inclusive intelligence
- ✓ Increase diversity = increase experience = increase intelligence
- ✓ Example: Open Source Programming: Linux System, Open AI, Mozilla Firefox browser
- ✓ Identity Diversity (who you are) vs. Cognitive Diversity (how you think)

Implementing THE NEXT IQ (II)

Cognitive Diversity

- 1 Diverse perspective (how we see things)
 - 2 Diverse interpretations (how we analyze and categorize things)
 - 3 Diverse heuristics (how we think about and generate solutions to problems)
 - 4 Diverse predictive models (how people logically make their way through a set of criteria to figure out what can or will happen next)
- ✓ Diversity of backgrounds or identity naturally results in diversity of cognition

Implementing THE NEXT IQ (III)

As much as our similarities comfort us, our differences better us.

- 1 Diverse perspectives are necessary to become wise.
- 2 Inclusion allows understanding that borrows from different backgrounds.
- 3 Race, ethnicity, gender, sexual orientation, political differences and other identities contribute to diversity because they are generated from people's experiences and perspectives.
- 4 Diversity by definition is the collective differences within a particular group, and inclusion is the active leveraging of those differences in order to create a greater intelligence and collective wisdom.

Summarizing THE NEXT IQ



“In leading the development of The Next IQ in organizations, it is critical to not focus on tolerance of differences or even celebration of differences. Tolerance and celebration are retro-vocabulary vestiges that treat diverse perspectives as something that requires sympathy.” Arin Reeves



Rather, we should focus on elevating cognitive diversity embrace different ways to perceive, interpret and analyze the world and maximize the intelligence levels of the team.



The global marketplace of the 21st century requires leaders that want to thrive in the modern economy to direct their individual contributors to shift their focus from information to insight and the organization’s teams to shift their focus from groupthink to collective wisdom.

THE NEXT IQ In Action

Crowdsourcing & COVID19 – 1.2M Google hits

- 1 Tracking cases; contact tracing / addressing high-risk population
- 2 Tracking symptoms based on individual criteria; pre-existing condition priority
- 3 Engaging private companies; filling gaps in government services / leveraging assets

Sources:

<https://coronavirus.smartercrowdsourcing.org/>
(18 recommendations were crowdsourced)

“None of us is as smart as all of us.”
Kevin H. Blanchard

What is an Ethics or Ethical Construct?

Deontological Ethics

*Judge actions by themselves,
not results*

Utilitarian Ethics

Good to all

Egoism

Best for me

Absolutism

Things are right or wrong

Golden Rule

Do unto others

Engineering Ethics

Best for the public

Business Ethics

Best for business

Societal Ethics

Standards for societies

D+I Ethics

*Societal + business
Best for society and maximizing
talent*



**(Tom's)
PROPOSED
4733-35-10
Diversity, Equity
and Inclusion**

THE ENGINEER OR SURVEYOR WILL:

(A) Encourage equitable participation in the profession without regard to gender or gender identity, race, national origin, ethnicity, religion, age, sexual orientation, disability, political affiliation, or family, marital, or socio-economic status.

(B) Conduct themselves in a manner in which promotes the public trust and assures that all persons are treated with dignity, respect, and fairness.

(C) Not engage in discrimination or harassment in connection with their professional activities.

(D) Consider the diversity of the community, and endeavor in good faith to include diverse perspectives, in the planning and performance of their professional services.

(E) Seek to accommodate those with communication barriers or cultural differences and assure fairness in matters involving the providing of professional services.

American Civil Engineer's Society Canon #8:

Canon 8.

Engineers shall, in all matters related to their profession, treat all persons fairly and encourage equitable participation without regard to gender or gender identity, race, national origin, ethnicity, religion, age, sexual orientation, disability, political affiliation, or family, marital, or economic status.

- a. Engineers shall conduct themselves in a manner in which all persons are treated with dignity, respect, and fairness.
- b. Engineers shall not engage in discrimination or harassment in connection with their professional activities.
- c. Engineers shall consider the diversity of the community, and shall endeavor in good faith to include diverse perspectives, in the planning and performance of their professional services.

*"Diversity: the art of thinking independently together."
Malcolm S. Forbes*

Summary + Conclusion

- ✓ The benefits of embracing D&I have been recognized for a long time.
- ✓ Golden Rule!
- ✓ Proverbs 15:22– “Without counsel plans fail, but with many advisers they succeed.”
- ✓ The elephant and blind men parable.
- ✓ We know it can be challenging but it is beneficial to our public and private employers as well as the community as a whole both locally, nationally, and globally.
- ✓ There are ways to implement D&I properly, thoughtfully, with the help of engaged leaders and direction from our governing bodies.

THANK YOU

"The real voyage of discovery consists not in seeking new landscapes but in having new eyes."

Marcel Proust

**KEGLER
BROWN
HILL+
RITTER**

Tom Pannett, P.E., Esq, MBA, CPPO^{ret}
tpannett@keglerbrown.com
keglerbrown.com/pannett
614-462-5432

