

Greening the Message

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Summary

The CEO has informed the Executive Steering Committee of the Board of Directors of an industry study identifying two essential discrepancies that would make a difference in the company's competitiveness. The first discrepancy is a price cut from competitors on their sensors. The second discrepancy, the company does not have a competitive advantage in product refinement and new products. For this reason, the CEO assembles a task force to implement a SWOT analysis and identify competitive advantages in the new marketing campaign. In finalizing their SWOT analysis, the task force reports the essential factor to gaining competitive advantage is the improved production process that reduced production costs. Despite the efficiency of the natural chemical compound used to wash the raw materials of the sensors and reduced labor cost and energy usage, it failed to reduce the facility's waste output. Our General Counsel has laid out the information under FTC Guidelines, which summarizes principles to apply in environmental marketing claims. These principles would benefit the consumer by meeting their needs and help the company avoid ethical consequences on their environmental sustainability issue, losing consumers' trust and future sales. The task force is concerned about the damaging impact it would have on its target market if they disclose the production waste discrepancy. They prefer to minimize the production waste level message and precede with the catchy "environmentally friendly" green slogan. The CEO must make an ethical decision on continuation with the marketing campaign that supports the environment, the organization, and its customers.

Ethical Dilemma

The company face an ethical dilemma on whether to disclose a comparative claim about the "Green Sensors from Green Machines" marketing campaign. In addition, the new natural chemical compound process hints at "an environmentally friendly" message while excluding the conversion process has been unsuccessful in reduction of waste output. Concerning [Utilitarian](#) theory, the CEO must take a position to assess the ramifications of making an unethical decision in proceeding with the marketing campaign. If the CEO decides to continue with the campaign, this leads to damaging the company's brand awareness, especially in the beginning stages of marketing. Depending on the company risk tolerance, [making an unethical decision](#) can affect consumers' trust and brand equity in the company and our product, which leads to stalled long-term sales in the future. The most effective technique to advertise the company's sustainability is to bring awareness about the production waste levels that have not decreased at the facility. As the best outcome, consider: the company will implement an ethical marketing approach for the "green" campaign to each stakeholder involved.

Ethical Leadership alignment

It is leadership position to apply the ethical rules in the utilitarianism (consequential) theory to understand the principles of right and wrong behavior developed from the ethic marketing issue. After a review of the General Counsel's disclosures, the objective is to bring awareness to the product innovations the company has adopted in the natural chemical compound process and the initiatives the company is taking to reduce production waste levels as the best course of action. Our Taskforce, the General Counsel, and CEO will meet to discuss our strategic plan

related to current and future goals in terms of: product refinements, new product development, waste reduction, improved environmental sustainability, and building customer trustworthiness within the next five years. The task force has performed a SWOT analysis that discovered the best practices for product refinements and new product development used in the waste management industry. Using the [FTC Guidelines](#), the General Counsel must develop procedures to monitor and modify the ethical marketing strategies as the organization gains more information and experience in environmental marketing. As the CEO, working within the parameters of the organization's system or restructuring policy will be imperative to maximize the company's competitiveness when there are changes in the environmental (technological or new markets) industry. Our Marketing department proposed to continue with the catchy "Green Sensors from Green Machines" phrase to familiarize our target market and promote value in our products. An ideal approach to raise brand awareness would be to incorporate FTC guidelines and communicate follow-up about our progress on "Green" initiatives, specifically, the waste output levels. We should back up our message with evidence on how effective the natural chemical component is to cleanse the raw materials. To outline the current developments, we would launch our new marketing campaign on many social media outlets and advertisements to assess our customer's response to our product sustainability improvements. Human Resources ought to attract and retain highly skilled labor individuals whose skills proficiency and performance [align with the values](#), moral principles, and standards of the company. Research and Development will continue to look for "environmentally friendly" products or innovative processes to reduce the waste output issue found in the wasted reduction market.

The Utilitarianism Theory

In this circumstance, utilitarianism theory explains how, when making strategic decisions, a leader should be mindful of the ramifications of their decision. Our strategic planning model outlines the steps we would take to predict and control changes in implementing a sustainable method of production. In light of this, we must address the waste output issue during our production process to provide customers with sustainable products that could build our brand equity and trust. In strategic planning, the assumption is effective leadership sets the tone to link ethical behavior successfully into strategy. As the CEO, the individual must make an appropriate choice to design our organizational structure and policies to maintain ethical standards in preventing immoral behavior, enforcing moral excellence, and how to create moral talent (Ethical challenges in Strategic Management).

Ethics in your chosen Profession

In Human Resources, laws are created around ethical decision-making to protect individuals and employers from discrimination, disparate and adverse treatment, and other unethical working conditions. As a [Human Resources professionals](#), I am ethically responsible for promoting and fostering fairness and justice for all employees in the organization (SHRM). Equally importantly, to ensure employee ethics in the workplace supports cooperation and respect among workers to build positive relationships, which should align with the values of the company. HR must have comprehensive ethics policy protocols to prevent reports or avoid legal problems to the Better Business Bureau (BBB) or the Equal Employment Opportunity

Commission (EEOC). In safeguarding the company's reputation, the goal is to have an ethical perspective to help attract top talent in our industry.

Best Choice Methodology

I chose option (C) as the best choice because it clearly states "[honestly](#)" (*12 Principles of Honesty* section), which is a component of ethics when making a decision. The approach I took to evaluate the information was to define ethical theory in a business, which means "a set value, moral principles, and standards for all employees to act in an acceptable behavior depending on the situation we find ourselves in." Once I grasped a logical way to apply ethics, the next step was to determine how to implement a course of action to overcome our ethical challenge in the marketing campaign. The material has to be objective in order to back up the statements of who, what, why, and how ethics play a role in each corporate activity. Therefore, I researched ethical theory, utilitarianism theory, strategic planning, and brand awareness as an informative approach to resolving the company's conflict.

References

Fontrodona, J., Ricart, J. E., & Berrone, P. (n.d.). Ethical challenges in strategic management: The 19th IESE ...- JSTOR. Ethical Challenges in Strategic Management: The 19th IESE International Symposium on Ethics, Business and Society. Retrieved November 19, 2022, from <https://www.jstor.org/stable/45022775>