

Ethical Decisions, Career Assessment & Crisis Management

Developing Ethical Decisions

- Making ethical business decisions consistently is a key to long-term success for any business
- At times, achieve weaker short-term financial results, but helps company to garner a strong, positive reputation in the marketplace while securing a loyal customer base.

Steps of Developing Ethical Decisions

1. Create a Code of Ethics :

- Helps in making decisions more quickly by conforming to a set of rules

2. Consider The Effects of Decisions:

- Check the effect on all the stake holders

3. Use Industry Regulations as a Starting Point:

- Exceed laws and regulations and go further than your competitors rather than simply conforming to minimum standards

•

•

Steps of Developing Ethical Decisions

4. Consult others with Widespread:

Consequences:

- Helps to gain a fresh perspective on the dilemma and to shed light on the possibilities

5. Review the results of Past Decisions:

- Learn from the past success and failures

Career Assessment

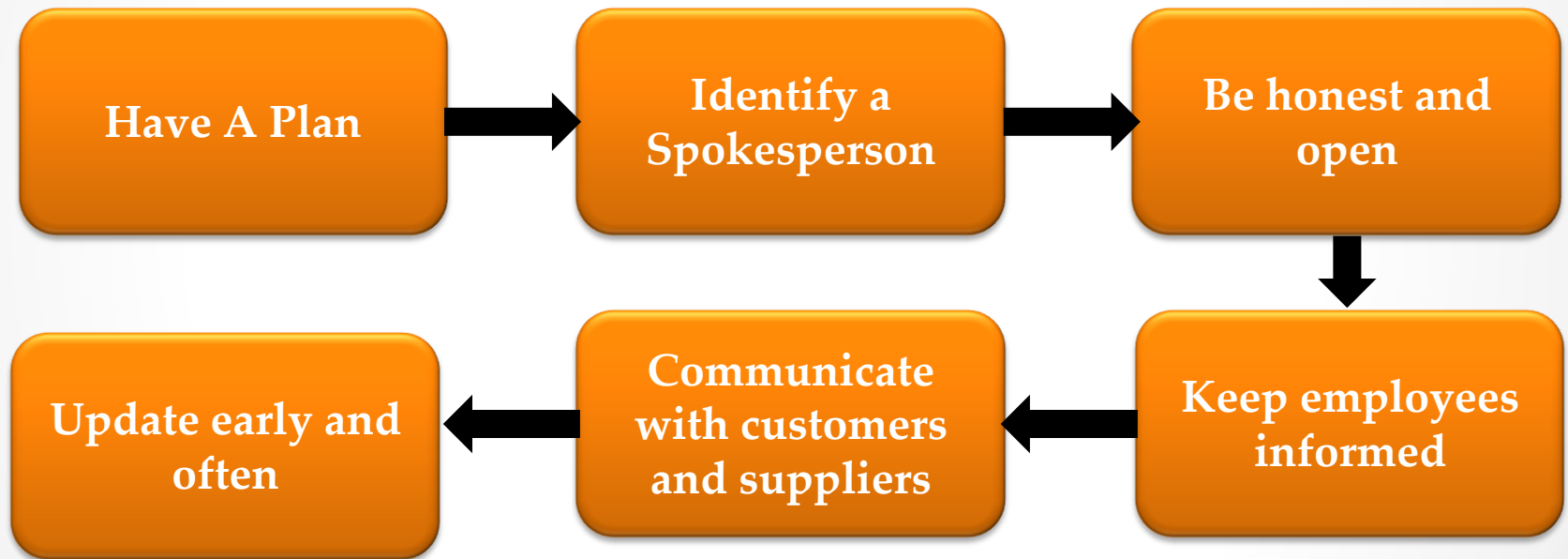
- It refers to the tests and assessments taken to measure preferences in jobs and career types based on the individual's assessment of his or her own personality, character traits and skills.
- The assessment provides with the information needed to make better career decisions
- It helps to avoid spending money on the wrong training
- It enables measuring interests, personality or aptitude of the individuals



Managing Crisis

- Crisis refers to a critical event or point of decision which, if not handled in an appropriate and timely manner (or if not handled at all), may turn into a disaster
- Crisis Management means, a set of procedures applied in handling, controlling, and resolution of an emergency in planned and coordinated steps

Steps involved in Managing Crisis



Crisis Management Case Study: Nestlé's Maggi noodles



- **21st May 2015 – Indian state orders recall of Maggi noodles**
 - Indian food inspectors order Nestlé India to recall a batch of Maggi Noodles from the northern Indian state of Uttar Pradesh claiming that tests have found Maggi instant noodles "unsafe and hazardous" and accused Nestlé of failing to comply with food safety law.

- Nestlé response



Dear MAGGI Fans,

There have been conversations on social media regarding the recall of your favourite MAGGI Noodles. We fully understand your concerns and would want to assure you that MAGGI is neither banned nor is there any order to recall the product being sold in the market.

We would also want to reassure you that MAGGI contains no added MSG and routine tests have consistently shown that lead levels in MAGGI are within the regulatory limits.

Quality and safety of our products is topmost priority for us and you can continue to enjoy your MAGGI Noodles without being concerned.

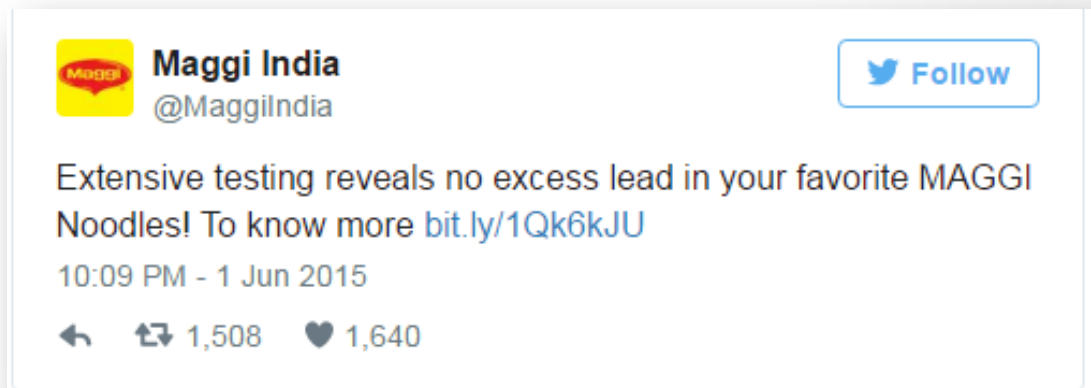
Click here to read more: <http://bit.ly/1JDT8zN>

Regards,
Team MAGGI

👍 49k 💬 4.5k ➡ 3.9k

- 1st June – Nestlé re-assures customers its noodles are safe

- Nestlé continues to keep its customers up to date on the investigation into the safety of Maggi noodles in India. On the official Maggi noodles India Facebook page, Twitter and website, Nestlé states that extensive testing reveals no excess lead in Maggi noodles.



- 2nd June – Nestlé interacts with customers on social media thanking them for their support



pushkarhate
@pushkarhate

2 Jun 15

I don't mind to start buying it again if they get all the tests done and have all the certifications [twitter.com/MaggiIndia/sta...](https://twitter.com/MaggiIndia/status/3061111111)



Maggi India
@MaggiIndia

Follow

Dear @pushkarhate we are glad to inform you that lab tests have cleared MAGGI of excess lead. To know more visit bit.ly/1JDT8zN

12:08 PM - 2 Jun 2015

11 9

Maggi India @MaggiIndia

TWEETS 3,006 FOLLOWING 94 FOLLOWERS 36.9K FAVORITES 589

- Maggi India** @MaggiIndia · Jun 2
@Bikhekhayal It's normal for lead to occur in agricultural produce as it's present naturally in soil & water. Visit bit.ly/1FpaTMZ
- Maggi India** @MaggiIndia · Jun 2
@andyrao It's normal for lead to occur in agricultural produce as it's present naturally in soil & water. Visit bit.ly/1FpaTMZ
- Maggi India** @MaggiIndia · Jun 2
@Smirk_Ninja It's normal for lead to occur in agricultural produce as it's present naturally in soil & water. Visit bit.ly/1FpaTMZ
- Maggi India** @MaggiIndia · Jun 2
@jpdanesh It's normal for lead to occur in agricultural produce as it's present naturally in soil & water. Visit bit.ly/1FpaTMZ
- Maggi India** @MaggiIndia · Jun 2
@ruchnasathia It's normal for lead to occur in agricultural produce as it's present naturally in soil & water. Visit bit.ly/1FpaTMZ
- Maggi India** @MaggiIndia · Jun 2
It's normal for lead to occur in agricultural produce as it is present naturally in soil & water. To know more. bit.ly/1FpaTMZ
- Maggi India** @MaggiIndia · Jun 2
@imsudptchak Thanks a lot for your love Sudptol Do spread the news around!

- 3rd June – Nestlé launches a FAQ page on the official Nestlé website



 **Maggi India**
@MaggiIndia

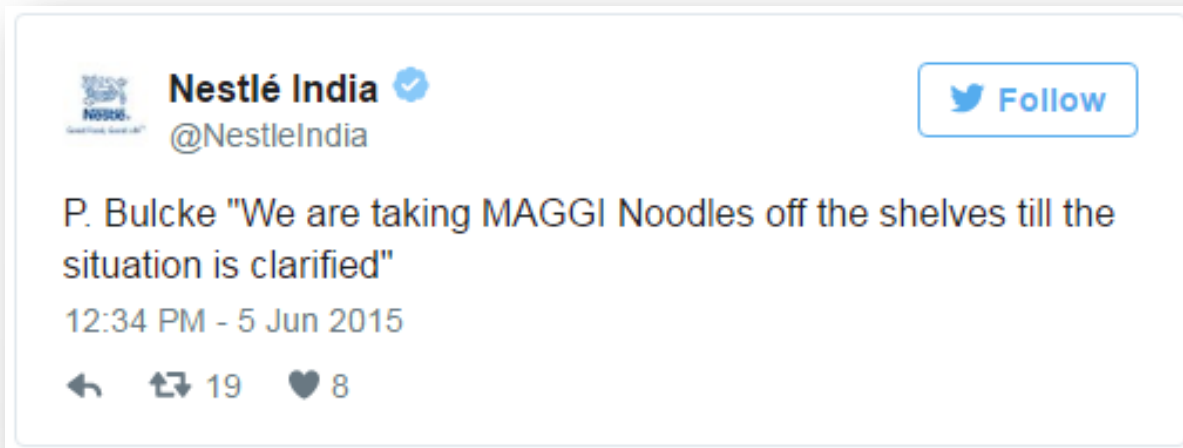
 Follow

Dear fans, all your queries on the MAGGI noodles issue have been answered here. bit.ly/1Fs6xVx

11:42 AM - 4 Jun 2015

  814  579

- 4th June – Nestlé backtracks and recalls all Maggi noodles from India



- **16th June – Nestlé to destroy withdrawn noodles**
 - Nestlé decided to destroy more than \$50million worth of Maggi Noodles in India after they were deemed unsafe by regulators
- **3rd July – Testing on Maggi noodles abroad finds levels of lead are within food safety levels**
 - Results from noodles tested in the UK found that levels of lead in the product are within EU levels. Shortly after the UK results were published, Canada also cleared Maggi noodles as safe.
- **August 2015**
 - After a difficult summer for Nestlé India the company finally receives some positive news after an Indian government approved laboratory has found that Maggi noodles do in fact comply with national food safety standards.