

## Leadership Seminar 302

By: Dr. Ralph Klicker

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### A FUNERAL SERVICE TRIFACTA: ETHICS, MORALS AND VALUES

#### Description

In horse racing a trifecta is picking the three horses that finish first, second and third in a race. It's a real winner. This seminar demonstrates how a funeral director whose ethics, morals and values are beyond reproach can be a winner in Funeral Service.

#### Objectives

At the completion of this Seminar, the funeral director will be able to:

- Recognize and classify the differences and similarities of ethics, morals, and values (EMV)
- Examine the relationship between EMV and profit
- Explore unethical behavior that can hurt a funeral director's reputation and business
- Characterize six ethical issues most businesses in funeral directing face
- Identify six EMV Guide Posts

#### Outline

- Morals, Ethics, Values
- EMV vs. Profit or  $EMV = Profit$
- Outcomes of unethical behavior
- Value Clarification
- Personal and business EMV

#### Time

1 or 2 hours

#### Note

Seminar handout will be available to the association for duplication.