



Junior Achievement®

Survey Says Teens Think Ethics Rule

(NAPSA)—Increasingly, American teens say they see ethical behavior as an important part of business. This is a key finding of the latest installment of an annual study of young people's attitudes about business and ethics.

One indication that teenagers may be fine-tuning their ability to make ethical decisions is that the percentage who say they would act unethically to get ahead if there were no chance of getting caught has dropped to 22 percent, down from 33 percent in 2003.

However, the research also indicates that some teens may not have the courage of their convictions when faced with pressure from above. More than 40 percent of teens admitted they might act unethically if instructed by their boss, and more than a third of teens said they would likely lie to their boss to cover up a mistake they made at work.

The poll was sponsored by JA Worldwide (Junior Achievement) and Deloitte & Touche USA LLP (Deloitte) and conducted in conjunction with the release of the third edition of "Excellence Through Ethics," a Deloitte-sponsored business ethics curriculum used by JA in its educational programs.

"These poll results indicate that teens are aware of the importance of good ethics. They know the 'right answer' when faced with an ethical dilemma, but need support and ethics education to follow through on that knowledge," said David S. Chernow, president and chief executive officer of JA Worldwide.

The curriculum is designed to provide students with the tools and training they need to become ethical business leaders.

"We believe it is incumbent upon organizations to create a cul-



According to a recent survey, the number of teens who think "you have to bend the rules to succeed" has declined.

ture that values personal integrity and expects ethical behavior," said James H. Quigley, CEO of Deloitte & Touche USA LLP. "When students tell us they can be swayed under pressure, it's a call for help. Supporting education and dialogue about ethical decision making is an important way we can encourage kids who may have difficulty making the right choice, and it's a long-term investment in fostering a high standard of integrity in the marketplace."

Professor Arthur Brief, Director of the Burkenroad Institute for the Study of Ethics Leadership at Tulane University, concurred. "Such findings," he said, "regrettably are consistent with what we're seeing in the workplace. Without education and a culture that encourages ethical behavior, sometimes good people can make bad decisions."

JA Worldwide is the world's largest organization dedicated to educating young people about business, economics and entrepreneurship. Today, it reaches four million students in the United States plus more than two million students worldwide.