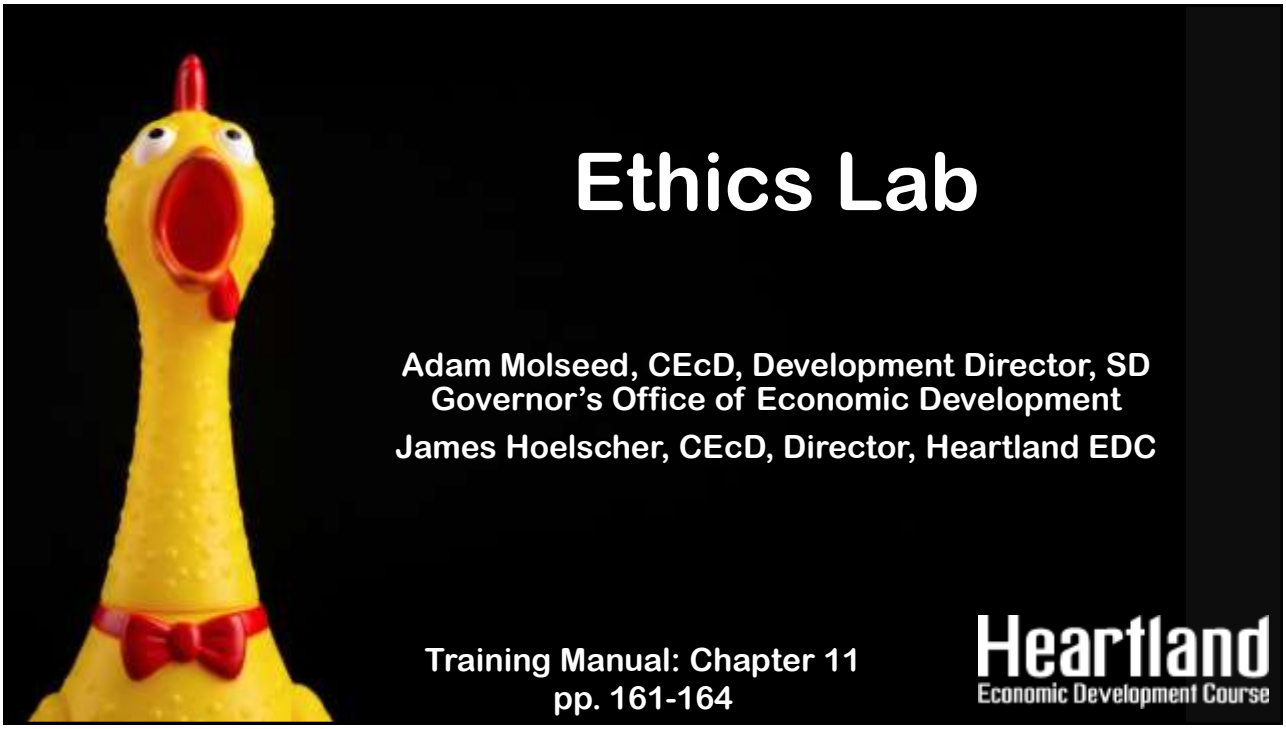
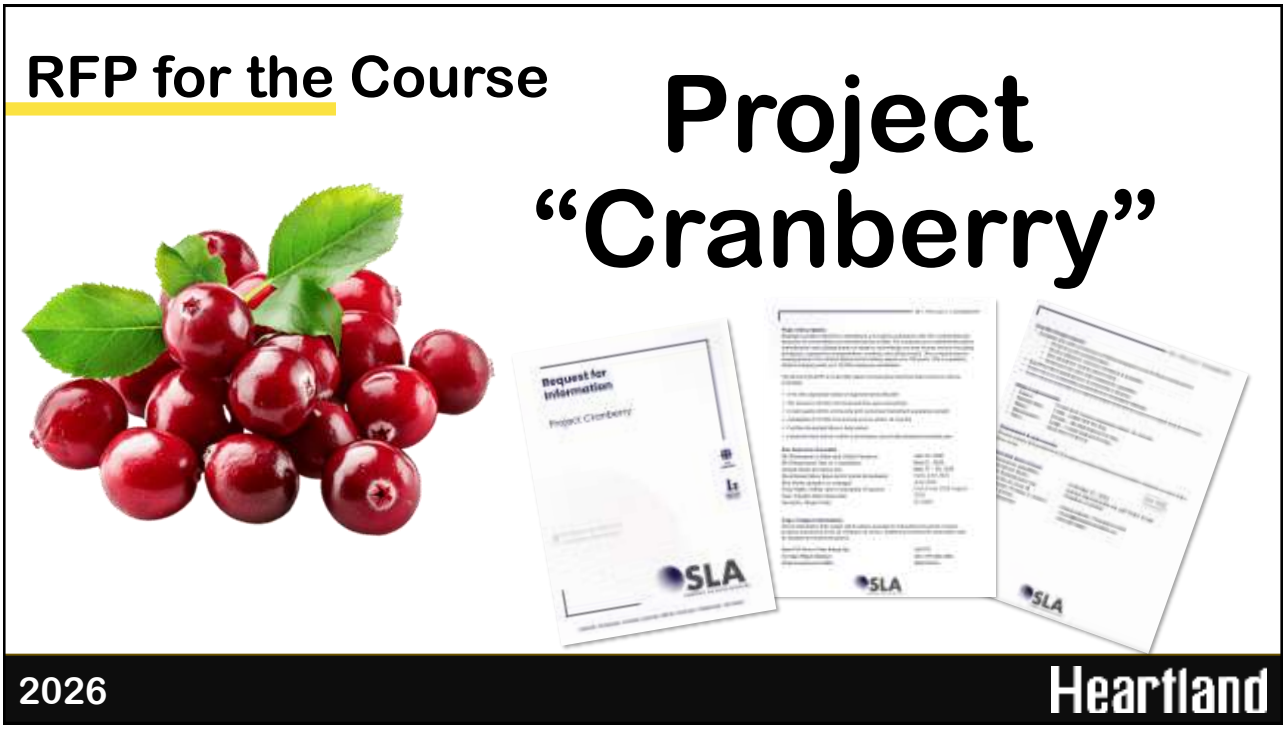
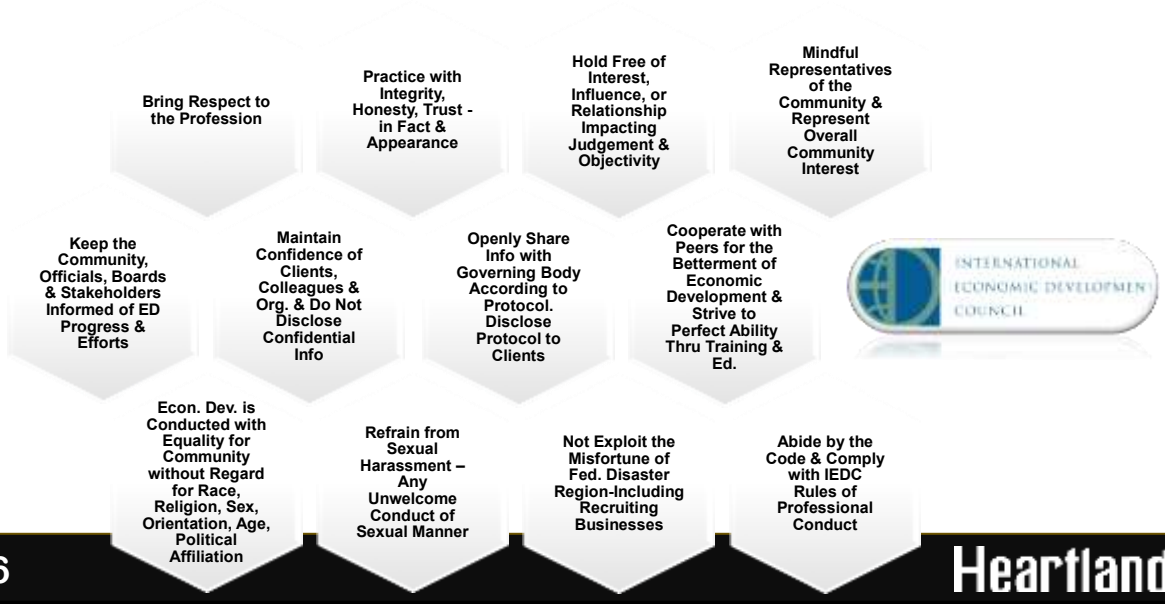

Ethics Lab
Adam Molseed, CEcD, Development Director, SD
Governor's Office of Economic Development
James Hoelscher, CEcD, Director, Heartland EDC
Training Manual: Chapter 11
pp. 161-164
Heartland
Economic Development Course

1


RFP for the Course
Project "Cranberry"
Request for Information
SLA
2026
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2

Let's Take a Look: Economic Developers shall…



2026 Heartland

3

15 Minute Ethics: Round 1

Heartland Economic Development Course



Your table team is a consulting firm asked to help an organization think through a critical issue

- Open the folder marked ethics and share the **blue sheet**: **Loose Lips Sink Ships**
- Review the case and come to conclusions and recommendations
- Share your own insight and experiences with your team
- Adam will call on a few tables to share their thoughts and recommendations

2026

4

Report Outs Loose Lips

Heartland Economic Development Course

- ✓ Ethical dilemma? Why/Why Not?
- ✓ Recommendations / Handling the Situations
- ✓ How to minimize it occurring in the future?
- ✓ Which keys to an ethical organization?



Keys to an Ethical Organization

- ✓ Convey that Being Ethical is Key to Our Culture
- ✓ Keep Ethical Behavior Top of Mind
- ✓ Practice, Practice, Practice
- ✓ Create a Safe Space
- ✓ Reinforce Implementation

2026

5

15 Minute Ethics: Round 2

Heartland Economic Development Course



Your table team is a consulting firm asked to help an organization think through a critical issue

- Open the folder marked ethics and share the **yellow sheet**: **Check the Checks**
- Review the case and come to conclusions and recommendations
- Share your own insight and experiences with your team
- Adam will call on a few tables to share their thoughts and recommendations

2026

6

Report Outs Check the Checks

Heartland Economic Development Course

- ✓ Ethical dilemma? Why/Why Not?
- ✓ Recommendations / Handling the Situations
- ✓ How to minimize it occurring in the future?
- ✓ Which keys to an ethical organization?



Keys to an Ethical Organization

- ✓ Convey that Being Ethical is Key to Our Culture
- ✓ Keep Ethical Behavior Top of Mind
- ✓ Practice, Practice, Practice
- ✓ Create a Safe Space
- ✓ Reinforce Implementation

2026

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