



*Leader*Ethics
WISCONSIN

Rotary Club of La Crosse

July 9, 2020

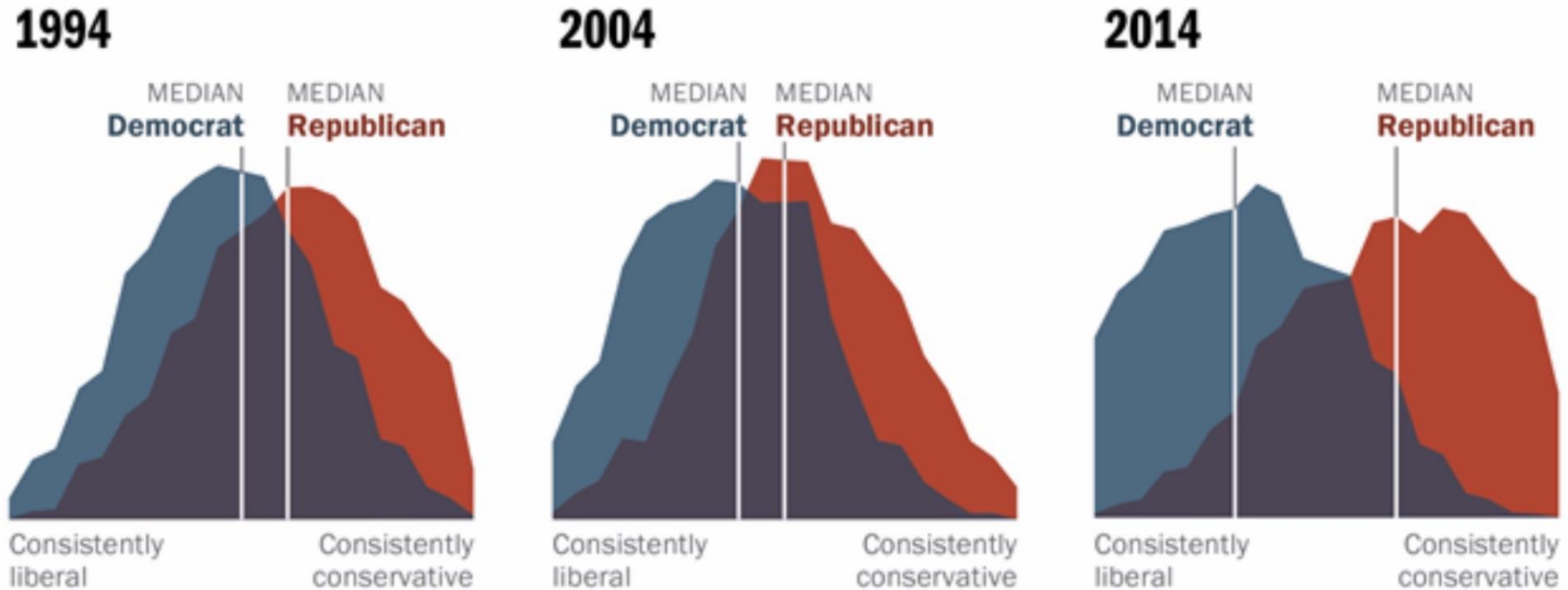
We believe ethical leaders consistently demonstrate four characteristics...they are:

- Truthful.
- Transparent with public information.
- Unifiers rather than dividers, and
- Willing to represent the collective interests of their constituency.

Furthermore...

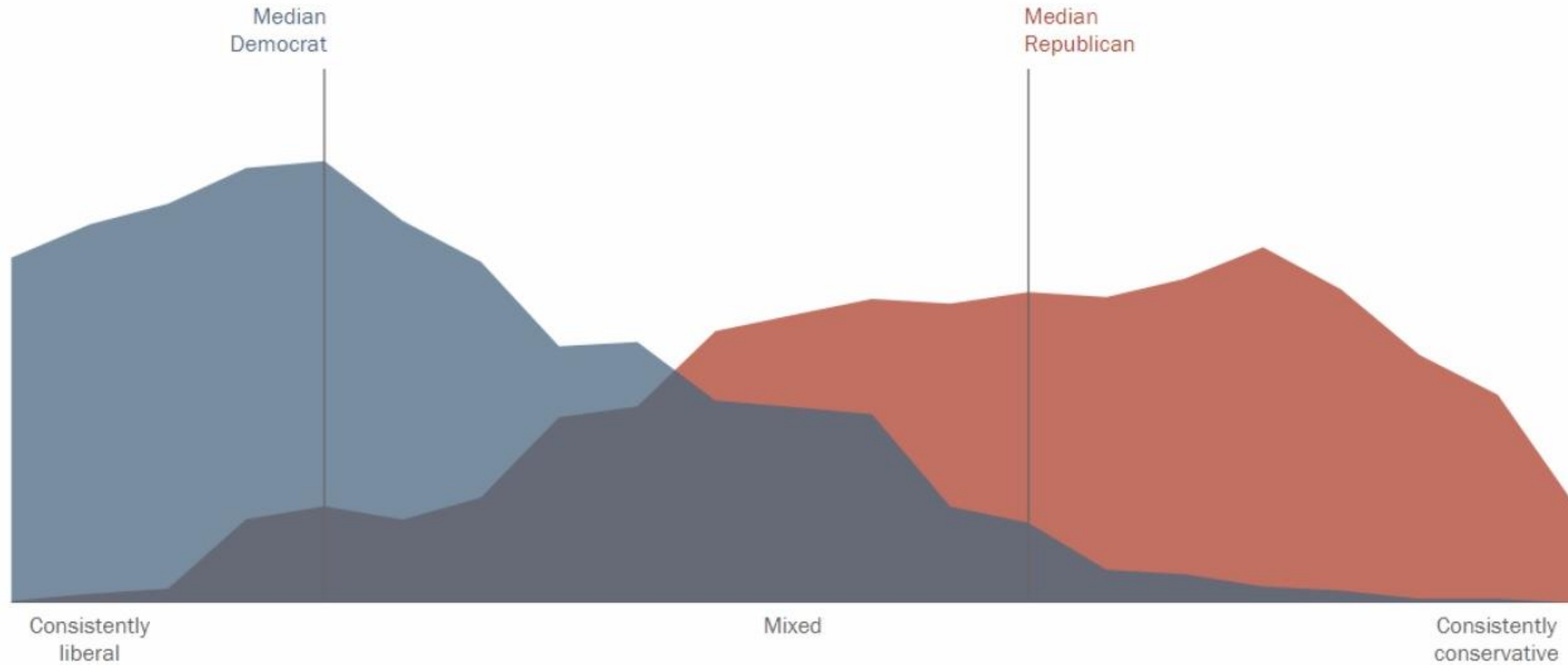
- Recognize that ethical leadership is not tied to any political party.
- Recognize that ethical leadership performance differs from legislative policy.

The Growing Political Divide*



*Pew Research 2014

2017



Source: Surveys conducted in 1994, 1999, 2004, 2011, 2015 and 2017.

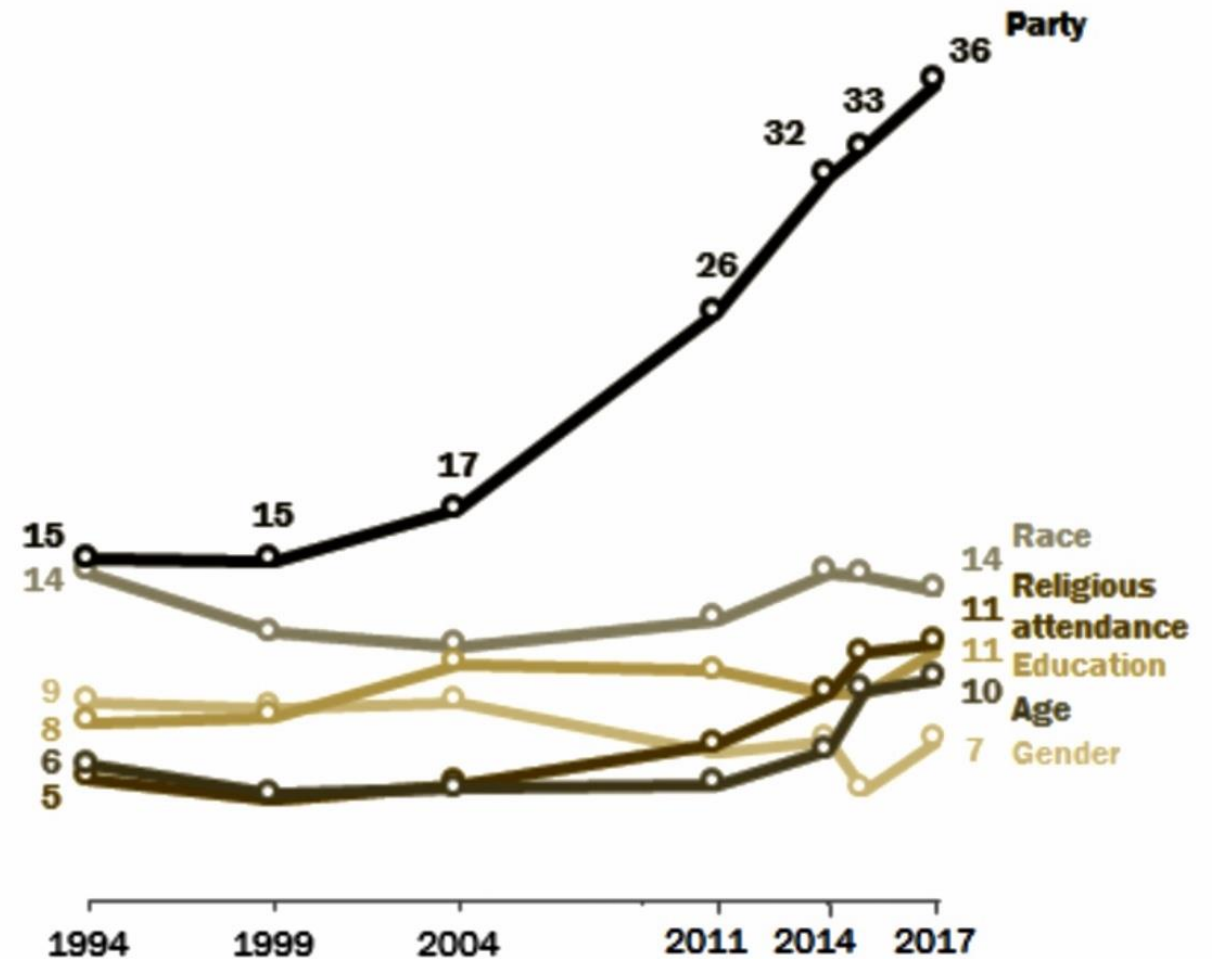
***Pew Research 2017**

Political Party Loyalty is a Growing Factor

■ PEW Research, July 2017

As partisan divides over political values widen, other gaps remain more modest

Average gap in the share taking a conservative position across 10 political values, by key demographics

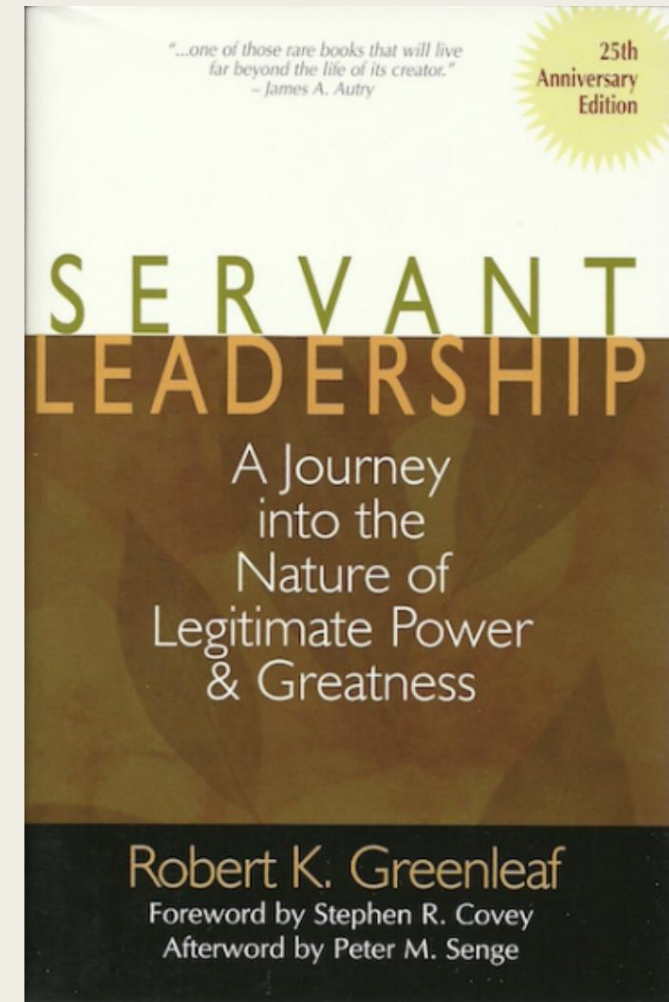
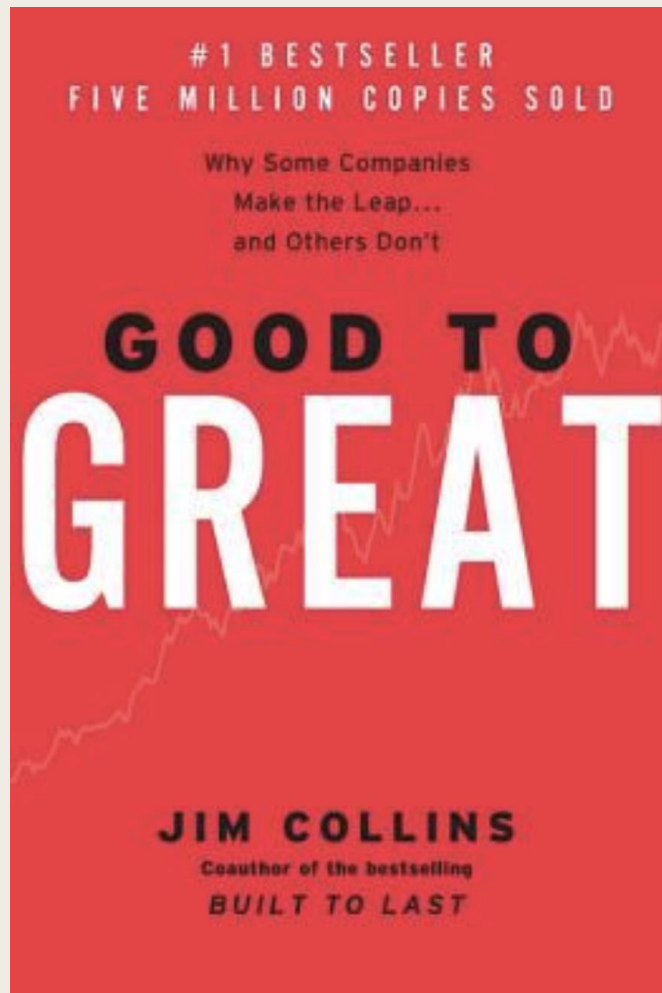


Aren't elected officials *representatives*,
not *leaders*?

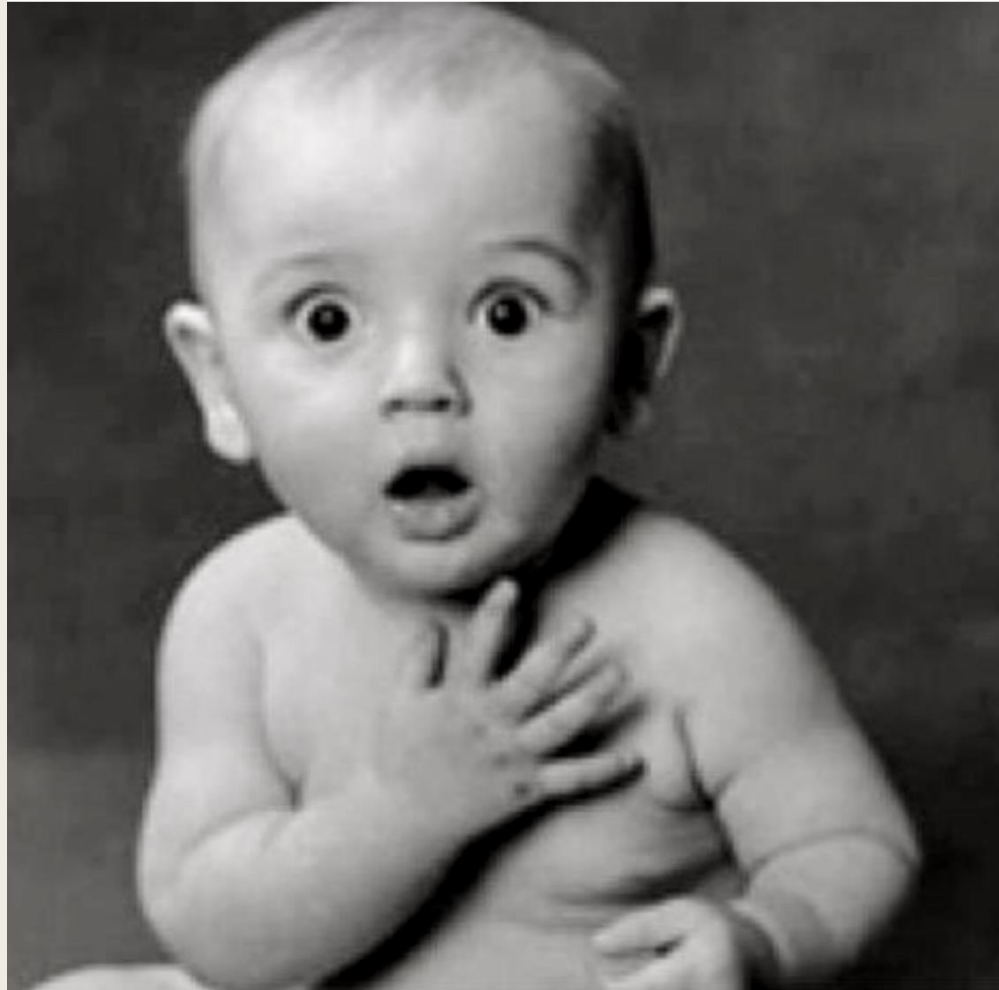
Why do we focus on ethical leadership?



We value Ethical Leadership in Business, Healthcare



What can you do?



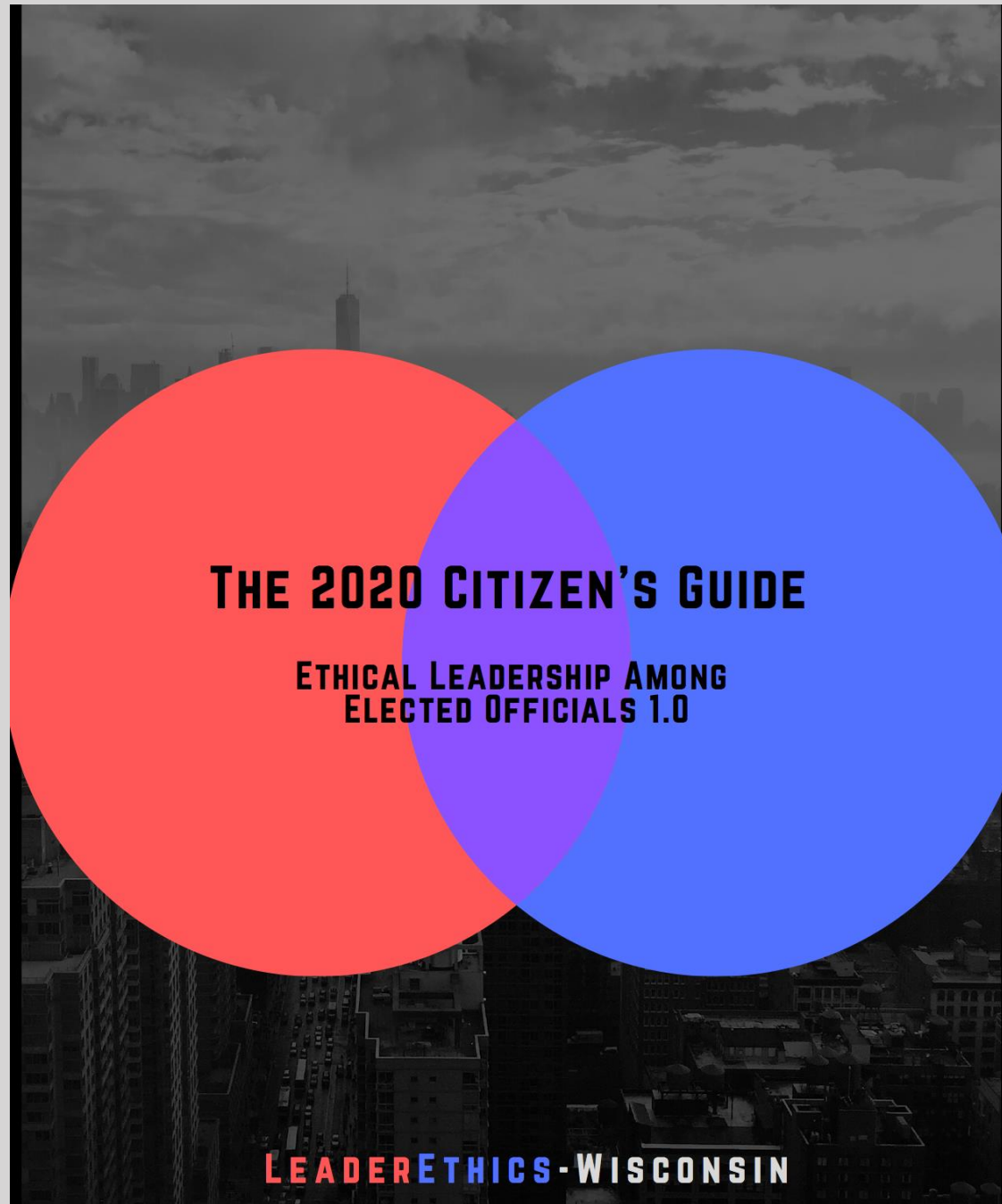
The Badass Grandmas of North Dakota



Use practical Suggestions from The 2020 Citizen's Guide 1.0

Available on the website:

leaderethicswi.org



What Can You Do?

- The Citizen's Guide provides suggested questions to ask elected leaders and candidates. **Example: If you are elected, how will you represent your entire constituency?**
- The Citizen's Guide offers suggestions for countering disinformation on social media. **Example: Don't "like" or "share" any post unless you are confident it is coming from a reputable source.**
- **If you believe someone works hard to support the four principles...support them!**

What Can You Do?

Learn About Other Organizations Committed to Better Government

- Ballotpedia www.ballotpedia.org
- Braver Angels www.braverangels.org
- Bipartisan Policy Center www.bipartisanpolicycenter.org
- EnCiv www.usatalk.org
- FAIR www.fair.org
- Institute for Civility in Government www.instituteforcivility.org
- Votesmart www.votesmart.org

What Can You Do?



MEDIA BIAS/FACT CHECK

The Most Comprehensive Media Bias Resource

What Can You Do?

You can support LeaderEthics-Wisconsin...
a nonprofit/nonpartisan organization.
Membership is \$25 per year.



What Can You Do?

Advance the Tradition of Rotary Supporting Ethical Leadership

- 49 Rotarians contributed to the formation of the Charter for the United Nations at the San Francisco conference in 1945
- At the 1946 initiation of the New York City site for the United Nations, Rotarians provided 250 delegates and UN employees host homes over the Christmas holiday.
- Rotary was designated as an official advisory organization for the U.N.



Reach Out to Next Generation Ethical Leaders*...and Support the Development of Next Generation Candidates

***Students for Ethical Leadership within Government (SELG) Student Organization at UW-La Crosse**



Above all, you can let others know that you *expect* ethical leadership from elected officials.





THANK YOU!

Lee Rasch, Executive Director
LeaderEthics-Wisconsin

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