

# MORALDNA™

ROGER STEARE THE CORPORATE PHILOSOPHER

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Your Moral DNA Profile is designed to help you understand how you prefer to make good decisions and do the right thing. We emphasise the word prefer because we know that how we make decisions and do the right thing develops throughout our lives and can vary according to the circumstances we face.

We measure MoralDNA™ using three decision making preferences: the ethics of Obedience, Care and Reason. From the order of your preferences, we describe your MoralDNA™ character type on page 2, which could be Philosopher, Judge, Angel, Teacher, Enforcer or Guardian. We also measure "Who you are" and "Who you are at work" on page 4, to see if you change your preferences at work. Finally, on page 5, we measure your scores on the ten moral values of Wisdom, Fairness, Courage, Self Control, Trust, Hope, Humility, Love, Honesty and Excellence.

For each of these thirteen factors, the report shows a score of 1 to 9. A preference score of 1-3 is low; a preference score of 4-6 is average; and a score of 7-9 is high. As these scores show your preferences, a low score does not mean you are unethical, but it does suggest that you should stop and consider this factor more consciously when deciding what's right and doing the right thing.

## Who I am

### You are an Angel



#### Angel CRO\*

Angels believe that being good to others is the most important moral perspective. They think the world would be a better place if we were all a little less selfish and considered the consequences of our actions. Then they'll consider moral principles like love and hope and ask "What would build trust and respect?" Finally and reluctantly, they'll consider rules, laws and regulations. Angels do what's right for others because it's in their nature. They don't have to be told! About 18% of adults are Angels.

#### Strengths

Lovely people and great to have as friends.

#### Weaknesses

Will break rules if they believe a higher principle is at stake. May sometimes give people the benefit of the doubt rather than stand up for a principle.

#### \* What do the letters mean?

The letters in your MoralDNA™ type show how you prefer to make difficult decisions based around three moral preferences. These are the Ethic of Obedience, the Ethic of Care and the Ethic of Reason, each represented by the letters O, C and R. The order of the letters in your type describes your first, second and third preferences in the way you use each moral preference to make good decisions.

#### Accuracy

The accuracy of your MoralDNA™ 'type', be that Angel, Guardian or Enforcer etc., is dependent on the measurable difference in your test scores between the three ethics of Care, Obedience and Reason. Based on your answers to our questions, your scores highlight your priorities and preferences for the three ethics and places you within one dominant, or a combination of types.

#### Your test scores tell us that you are:

#### Any type

While you are described as an Angel, this is our best guess based on your results. Your test scores tell us that you display no distinct preference between the three ethics; the differences in scores being too small to identify you as a particular type. You could, therefore, fall into any one of the profile types.

## All MoralDNA™ Types

Here are all six MoralDNA™ character types, showing the order of preference on the ethics of Obedience, Care and Reason. Ask your family, friends and colleagues to find out their own MoralDNA™ and see what mix of character types you best relate too.



**Philosopher**  
RCO

Philosophers believe that moral principle, or “virtue” is the most important ethical perspective. They ask “What would be the honest or courageous thing to do?” Then they’ll consider the consequences for others. Finally and reluctantly they’ll consider rules, laws and regulations. Philosophers hate being told what to do or what’s right. They’re mavericks and rebels, but good to have around when really difficult decisions have to be made. About 17% of adults are Philosophers.

**Strengths:** Good at solving difficult or complex dilemmas.

**Weaknesses:** Will break rules if they believe a higher principle is at stake. May sometimes lack empathy for others in making rational decisions.



**Judge**  
ROC

Judges believe that moral principle, or “virtue” is the most important ethical perspective. They ask “What would be the fair thing to do?” Then they’ll make sure that laws, rules and contracts have been complied with, although they’ll sometimes “interpret” a rule differently to be consistent with their principles. Finally, they’ll consider the human dimension and the impact of their decisions on others. Judges are stubborn but good to have around when the going gets tough. About 15% of adults are Judges.

**Strengths:** Good at solving really challenging dilemmas.

**Weaknesses:** Could lack empathy with others in making tough decisions. May sometimes bend the rules if they believe a higher principle is at stake.



**Angel**  
CRO

Angels believe that being good to others is the most important moral perspective. They think the world would be a better place if we were all a little less selfish and considered the consequences of our actions. Then they’ll consider moral principles like love and hope and ask “what would build trust and respect?” Finally and reluctantly, they’ll consider rules, laws and regulations. Angels do what’s right for others because it’s in their nature. They don’t have to be told! About 18% of adults are Angels.

**Strengths:** Lovely people and great to have as friends.

**Weaknesses:** Will break rules if they believe a higher principle is at stake. May sometimes give people the benefit of the doubt rather than stand up for a principle.



**Teacher**  
COR

Teachers believe that doing what’s right for humanity is the right thing to do. They put others first and have no hesitation in telling us to do the same, because for Teachers, rules and order are also important. Finally, they will consider moral principles, but only if they face conflicting interests between other people and the rules of the game. Teachers are good people who think of others first and are good to have around as long as you do as you’re told! About 18% of adults are Teachers.

**Strengths:** Caring people, you can rely on to do what’s right.

**Weaknesses:** Could fail to consider deeper moral principles and can decide to break the rules if they think they know best, which is most of the time!



**Enforcer**  
ORC

Enforcers are the people we rely on to make sure that everyone obeys the rules. They help to stop crooks and cheats, and of course ourselves from doing the wrong thing. They’ll look up rule 3, sub-section 7 to tell us what’s right. If the rules don’t tell us what’s right, then they’ll think of the principle or spirit behind it. Finally, they might remember that everyone is human and fallible and if you’re lucky, might let you off with a warning not to do it again. About 15% of adults are Enforcers.

**Strengths:** Reminds everyone to do their duty.

**Weaknesses:** May appear cold and aloof and seem to lack empathy for others. May sometimes forget that it’s the principle that counts, not the letter of the law.



**Guardian**  
OCR

Guardians believe that doing as we’re told and following the letter of the law is best for all of us. They’re like parents in that they really do care about other people, because you have to do as you’re told for your own sake. They protect us from ourselves as well as others. They will also consider moral principles, but believe that life would be so much better for everyone if people just did as they were told. Guardians are protectors, but they can also be patronizing! About 17% of adults are Guardians.

**Strengths:** Protectors who will tell us off for our own sake.

**Weaknesses:** May fail to consider important principles such as freedom and trust. Will sometimes fail to consider other people’s feelings.

As you have now seen from your MoralDNA™ type, the ethical perspectives we use to make good decisions are the Ethic of Obedience, the Ethic of Care and the Ethic of Reason. A description for each of these is given next to your scores. For each of these you have a score for "Who you are" and "Who you are at work". If you see any lower scores in your work profile, you may wish to think about how you might improve your moral decision-making and behaviour by bringing more of your humanity to work.

## Ethic of Obedience

This means that what's right is obeying or complying with reasonable rules, laws, policies and procedures. This is crucial for how we behave as citizens or employees, but blind obedience without empathy and reason can lead to catastrophe. "I was simply following orders" can lead to the worst human atrocities.



## Ethic of Care

This means that what's right is based on our humanity, empathy and love for other people. The Ethic of Care relates to the moral values of Love, Fairness and Humility described on page 5. Without the Ethic of Care we will not build or sustain our communities, either as citizens or as colleagues at work. We become careless.



## Ethic of Reason

This means that what's right is what we judge is right. Making good decisions requires intellect, as well as empathy and compliance with the law. The Ethic of Reason relates to the moral values of Wisdom, Self Control and Excellence described on page 5. Without the Ethic of Reason, we do not stop and think about our decisions and our actions. We become thoughtless.



In addition to the three ethical perspectives that help us make the right decisions, we are also able to give you feedback on your preferences for ten moral values. Remember once again that your scores can range from 1-3 (low) to 7-9 (high), with 4-6 being average scores. If you have a low score on any of these values, remember that this does not mean you are unethical, but it does suggest that you should stop and consider this value more consciously when deciding what's right and doing the right thing.

### Wisdom

I think through my decisions carefully



6

### Fairness

I treat others fairly and with respect



5

### Courage

I stand up for my beliefs and do what's right



5

### Self Control

I am patient and self-disciplined



7

### Trust

I am trustworthy, reliable and also trusting of others



5

### Hope

I encourage others to be positive



5

### Humility

I am less important than the team



6

### Love

I am empathic and care about other people



5

### Honesty

I speak the truth and encourage others to be open



7

### Excellence

I try to do my best in everything I do



5

Thank you for joining us in finding out about your MoralDNA™. If you want to learn more about who we are as human beings and how we prefer to make difficult decisions and do the right thing, please click the “Learn more” link on our Home page.

You may also send us your feedback [here](#).

Finally, if you’re interested in sharing this experience with family and friends, please share it by clicking one of these social media links.

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