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**ANNUAL CONFERENCE  
AND EXHIBITION**

Date: 5 & 6 November 2012

Venue: Durban ICC

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# An Ethical Balance

**NAREN BHOJARAM**

**5 NOVEMBER 2012**



1952  
2012

# Presentation Outline

1. Our theme for 2012
2. 2012 Media briefing & Presidential Message
3. Summary of my 2012 Message
4. What do we **DO** to restore the Ethical Balance in Construction
  - a) Why does it happen?
  - b) Understanding the implications
  - c) What can we do?
5. Discussion



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1952  
2012

**Theme for 2012**

**CESA Engineers,  
Unquestionably Ethical!**

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2012

## 2012 Media briefing & Presidential Message

### Presentation Outline

1. Call back the Past
2. Global Issues Impacting our Ind
3. Key issues in Sub-Saharan 8.
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5. Procurement
6. Is Gov 8. TI
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### 9. Summary

1. Economic environment is unstable
2. CESA Engineers are ready to deliver
3. Value add of engineers to be recognized
4. Procurement of our services need review
5. Entrepreneurship in project delivery
6. We (you!!) need to fight corruption

Rank
1
2
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2012

## Summary of my 2012 Message

- 1. Economic environment is unstable**
- 2. CESA Engineers are ready to deliver**
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## Why does **CORRUPTION** happen?

- Intense desire to win at any cost (It also happens in sport!!)
- Greed / Kleptomania?
- Societal pressure
- Survival of your business
  - Not enough work around
  - Procurement rules have unintended consequences
- Competency lacking
- Shareholder pressure





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2012

## Implications for society & our industry

- **Robbing from the poor; the poor get poorer**
- **Training and development suffers**
- **Quality goes down**
- **The good people leave or industry and the country**
- **Institutional strength weakens**







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## What can we do?

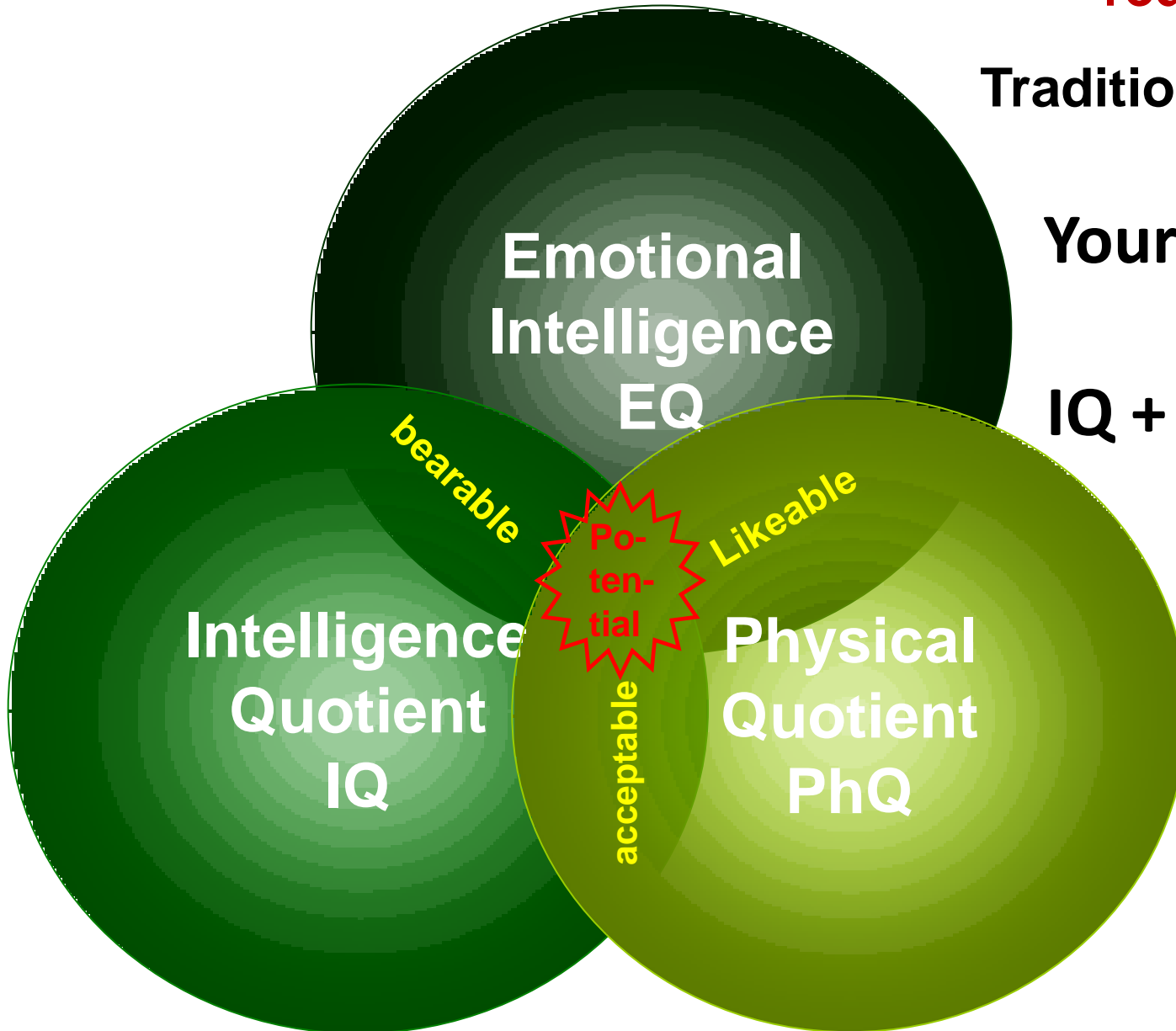
- 1. Education on value system ( living for now versus sustainability of future generations )**
- 2. Report it, name & shame and prosecute**
- 3. Change the rules for tender evaluation to include an ombudsman or insist on independent tender assessment & evaluation**
- 4. Wealth disclosure!**
- 5. (the bottom line follows....)**

# What can we do?... contd

**Leadership change  
required !!**

**Traditional thinking :**

$$\begin{aligned} \text{Your Potential} \\ = \\ \text{IQ} + \text{EQ} + \text{PhQ} \end{aligned}$$





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2012

## What can we do?.. The bottom line!

**EbQ  
(Ethical  
Balance  
Quotient)**

5. **Set the right example (leaders in all spheres of client **and** service provider organizations to be handpicked on their ethical balance)**

**Your potential =  
IQ + EQ + PhQ + EbQ**

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# An Ethical Balance

## Thank You!

**NAREN BHOJARAM**  
5 NOVEMBER 2012