**Engineers as Advisors in Planning and Policy Making**

1. **Objectivity**: Analyze all alternatives objectively under specified conditions.
2. **Study All Aspects**: Assess economic, technical, operational feasibility, and social acceptability, including ethics and environment.
3. **Values**: Uphold honesty, competence, diligence, loyalty, and public trust.
4. **Technical Complexity**: Address uncertainties like population growth, resources, and global pressures.
5. **National Security**: Strengthen the nation’s economy and safeguard resources and the environment.

**Models for Advisors**:

* **Hired Gun**: Prioritizes client interests, ignoring public welfare.
* **Value-neutral Analyst**: Impartial and unbiased decision-making.
* **Value-guided Advocate**: Honest, independent, and prioritizes public welfare.

**Moral Leadership**

1. **Definition**: Leading morally towards desirable goals using ethical means.
2. **Key Traits**: Motivate groups ethically, think ahead, and promote moral creativity.
3. **Sustain Professional Interest**: Contribute to professional societies and communities.
4. **Voluntarism**: Offer pro bono services or charitable contributions.
5. **Community Service**: Guide communities toward ethical and environmentally sound goals.

**Role of Codes of Ethics**:

1. Promote an ethical professional environment.
2. Guide appropriate actions in complex situations.
3. Support individuals against unethical pressures.
4. Enhance ethical awareness and corporate culture.