

## **Case Study 1:**

As Marna and Gloria were eating lunch together, Marna happened to ask Gloria, “How are you doing in Woodward’s speech class?”

“Not bad,” Gloria replied. “I’m working on this speech about product development. I think it will be really informative, but I’m having a little trouble with the opening. I just can’t seem to get a good idea for getting started.”

“Why not start with a story—that always worked for me in class.”

“Thanks, Marna; I’ll think on it.”

The next day when Marna ran into Gloria again, she asked, “How’s that introduction going?”

“Great. I’ve prepared a great story about Mary Kay—you know, the cosmetics woman? I’m going to tell about how she was terrible in school and no one thought she’d amount to anything. But she loved dabbling with cosmetics so much that she decided to start her own business—and the rest is history.”

“That’s a great story. I really like that part about being terrible in school. Was she really that bad?”

“I really don’t know—the material I read didn’t really focus on that part of her life. But I thought that angle would get people listening right away. And after all, I did it that way because you suggested starting with a story.”

“Yes, but . . .”

“Listen, she did start the business. So what if the story isn’t quite right? It makes the point I want to make—if people are creative and have a strong work ethic, they can make it big.”

1. What are the ethical issues here?
2. Is anyone really hurt by Gloria’s opening the speech with this story?
3. What are the speaker’s ethical responsibilities?