



**Georgia Fire Academy  
Student Handout**

**Ethics and Customer Service**

Jeff Dean  
Georgia Fire Academy

---

---

---

---

---

---

---

---

**“Walk a Little Plainer”**

---

---

---

---

---

---

---

---

**Ethos = Creed**

---

---

---

---

---

---

---

---

## Mission Statement

- ◆ The “ethos” of the department
- ◆ What leadership requires to get the job done
- ◆ What Government expects
- ◆ Is needed to accomplish all activities of the department (day-to-day and operational).

---

---

---

---

---

---

---

---

## What is **Ethics**?

---

---

---

---

---

---

---

---

## Ethics

- ◆ A given system of conduct
- ◆ Principles of honor and morality
- ◆ Guidelines for human actions.

---

---

---

---

---

---

---

---

**Ethics**

◆ The ethical values of the fire department is the direct reflection of the Fire Chief

---

---

---

---

---

---

---

---

**Ethics**

◆ "Do unto others as you would have them do unto you"

---

---

---

---

---

---

---

---

**Ethics**

◆ "You can't supervise people, you **MUST** lead them"

---

---

---

---

---

---

---

---

**Ethical values**

- ◆ The **“Basics”**
  - ◆ Consistency
  - ◆ Honesty
  - ◆ Courage
  - ◆ Justice
  - ◆ Tolerance.

---

---

---

---

---

---

---

---

**“Basics”**

- ◆ Consistency
  - ◆ Considered the most important of the 5 classified “Basics”
  - ◆ The ability to be fair and impartial, whether it be treatment of an individual or in the decision-making process
  - ◆ Being able to conform to the same principles or courses of action
  - ◆ Uniform.

---

---

---

---

---

---

---

---

**“Basics”**

- ◆ Honesty
  - ◆ The quality or condition of stating factual information
  - ◆ Truthfulness
  - ◆ Sincerity.

---

---

---

---

---

---

---

---

**“Basics”**

◆ **Courage**

- ◆ The state or quality of mind or spirit that enables one to face danger with self-possession, confidence, and resolution
- ◆ Bravery
- ◆ Heart.

---

---

---

---

---

---

---

---

**“Basics”**

◆ **Justice**

- ◆ The principle of moral rightness
- ◆ Equity
- ◆ Righteousness
- ◆ Fair treatment and due reward to standards and laws
- ◆ Impartial
- ◆ The use of sound reason.

---

---

---

---

---

---

---

---

**“Basics”**

◆ **Tolerance**

- ◆ The capacity for or the practice of recognizing and respecting the opinions, practices, or behavior of others
- ◆ The ability to endure hardship or pain.

---

---

---

---

---

---

---

---

**Personal Ethics**

- ◆ Before anything else, you must have personal ethics as a mainstay in your personal life. This will inherently bleed over into your professional life.

---

---

---

---

---

---

---

---

**More than just the “Basics”:  
The Building Blocks**

◆ Patience	◆ Attitude
◆ Loyalty	◆ Demeanor
◆ Good Judgment	◆ Integrity
◆ Discretion	◆ Self-discipline
◆ Tact	◆ Enthusiasm
◆ Initiative	◆ Steadfast.

---

---

---

---

---

---

---

---

**“Basics” builder # 1**

- ◆ Patience
  - ◆ The capacity of calm endurance
  - ◆ Understanding
  - ◆ Persevering.

---

---

---

---

---

---

---

---

**“Basics” builder # 2**

- ◆ Loyalty
  - ◆ Faithful
  - ◆ Sovereign to one entity or faction.

---

---

---

---

---

---

---

---

**“Basics” builder # 3**

- ◆ Good Judgment
  - ◆ The process of making sound, moral decisions
  - ◆ Basing one’s decisions on passed, successful practices.

---

---

---

---

---

---

---

---

**“Basics” builder # 4**

- ◆ Discretion
  - ◆ The quality of being discreet
  - ◆ Freedom to act on one’s own with the intent to be selfless.

---

---

---

---

---

---

---

---

**“Basics” builder # 5**

◆ Tact

- ◆ The ability to appreciate the delicateness of a situation and to do or say the kindest or most fitting thing
- ◆ Diplomacy
- ◆ “Diplomacy is saying ‘nice doggy’ until you find a rock”.

---

---

---

---

---

---

---

---

**“Basics” builder # 6**

◆ Initiative

- ◆ The power, ability, or instinct to begin or to follow through energetically with a plan or task
- ◆ Without being prompted or directed; doing on one’s own
- ◆ Enterprising.

---

---

---

---

---

---

---

---

**“Basics” builder # 7**

◆ Attitude

- ◆ A state of mind or feeling of regard to some matter
- ◆ How one carries him/herself.

---

---

---

---

---

---

---

---

**“Basics” builder # 8**

- ◆ Demeanor
  - ◆ The way a person behaves or conducts themselves
  - ◆ Character.

---

---

---

---

---

---

---

---

**“Basics” builder # 9**

- ◆ Integrity
  - ◆ Rigid adherence to a code or standard of values
  - ◆ Being ‘sound’ in nature
  - ◆ Complete.

---

---

---

---

---

---

---

---

**“Basics” builder # 10**

- ◆ Self-Discipline
  - ◆ Training and control of one's conduct
  - ◆ Adherence to self-imposed limitations.

---

---

---

---

---

---

---

---

**“Basics” builder # 11**

- ◆ Enthusiasm
  - ◆ Ardent eagerness
  - ◆ Great or intense feeling for a subject or cause
  - ◆ Fanatical zeal.

---

---

---

---

---

---

---

---

**“Basics” builder # 12**

- ◆ Steadfast
  - ◆ Long-suffering
  - ◆ The ability to withstand great pressures
  - ◆ Immovable
  - ◆ Unwavering.

---

---

---

---

---

---

---

---

**With all others withstanding...**

- ◆ The desire for unending self-improvement.

---

---

---

---

---

---

---

---

**Where do personal ethics  
come from?**

---

---

---

---

---

---

---

---

**Simply, life experience  
but...**

---

---

---

---

---

---

---

---

**For the in-depth answer**

- ◆ Look within yourself
- ◆ The things your parents taught you
- ◆ How you were raised.

---

---

---

---

---

---

---

---

**Personal Ethics assist all of us in our decision-making options.**

---

---

---

---

---

---

---

---

- Options**
- ◆ Do “nothing at all”
    - ◆ The easiest thing
  - ◆ Do “what feels good”
    - ◆ The most excepted approach
  - ◆ Do “the right thing”
    - ◆ Often times not the most popular.

---

---

---

---

---

---

---

---

**Discipline and conscience should guide the decision-making of the chief officer to always “do the right thing”**

---

---

---

---

---

---

---

---

**Pride**

- ◆ If we can follow the traits we mentioned earlier, our ethics as a leader and chief can never be questioned
- ◆ It starts with the individual.

---

---

---

---

---

---

---

---

**Character** is what you are...

**Reputation** is what people think you are.

---

---

---

---

---

---

---

---

**Mistakes**

- ◆ When mistakes are made, stand beside them just as if you would stand beside the good things you do
- ◆ Handle those errors that are able to be handled on the appropriate level of responsibility
- ◆ **Never** look away.

---

---

---

---

---

---

---

---

**Remember...**

- ◆ A fire department is only a mirror reflection of its fire chief and his/her ethics
- ◆ Is our department the “fairest of them all”.

---

---

---

---

---

---

---

---

**If I pride myself and my department with strong ethical values, how will my mission be met for the public?**

---

---

---

---

---

---

---

---

**“Do the greatest good for the greatest number”**

---

---

---

---

---

---

---

---

**Just like a clothing chain decides where to place its outlets, the fire department is supposed to base its level of service on what is required to meet local public expectations**

---

---

---

---

---

---

---

---

**Providing fire service is becoming more about serving people than fighting fires**

---

---

---

---

---

---

---

---

**What is Customer Service?**

---

---

---

---

---

---

---

---

## Customer Service

◆ An organizations ability to supply their customers **wants** and **needs**

---

---

---

---

---

---

---

---

## What do people **want** and **need**?

---

---

---

---

---

---

---

---

## Wants

- ◆ Respect
- ◆ Satisfaction
- ◆ Kindness
- ◆ Attentiveness
- ◆ Patience

---

---

---

---

---

---

---

---

**Needs**

- ◆ Respect
- ◆ Satisfaction
- ◆ Kindness
- ◆ Attentiveness
- ◆ Patience

---

---

---

---

---

---

---

---

**Fire departments need to  
build themselves to  
customer loyalty**

---

---

---

---

---

---

---

---

**Provide TRUE Customer  
Service**

---

---

---

---

---

---

---

---

Is being nice such a hard and arduous task?

---

---

---

---

---

---

---

---

**Empower** the fire department staff by allowing outside-the-box thinking and action

---

---

---

---

---

---

---

---

**Educate** the fire department staff by telling them that outside-the-box thinking and action is acceptable

---

---

---

---

---

---

---

---

Always remember that, as a department, your paycheck and the way you pay your bills is funded by the customer...

**The Taxpayer**

---

---

---

---

---

---

---

---

You have made a career serving the public in the fire service. Your education level and experience landed you a job as fire chief...

---

---

---

---

---

---

---

---

Then you, as fire chiefs, must continually improve your customer service performance and always consider how your department and its actions look to others.

---

---

---

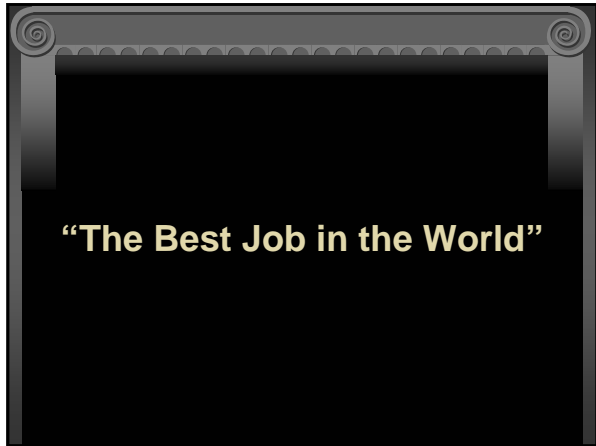
---

---

---

---

---



**"The Best Job in the World"**

---

---

---

---

---

---

---

---