

WHAT ABOUT THE PUB TEST?

Asking yourself ‘**Would this live up to the pub test?**’ or ‘**What if it was front page news?**’ can be a really important stage before taking action.

This sort of question helps you to consider the potential impact of public perceptions and can help you get ahead of any fall-out that could happen.

But asking this sort of question won’t help you make a good ethical decision. ***It should not be a reason for you to change the good decision that you have made.***

Considering what a reasonable person would think about your decision if they had access to all of the information can help you to make a good ethical decision. Unfortunately, people down at the pub or those in the media are not always in this position.

When making an ethical decision, ask yourself:



Is it legal?



Is it informed?



Is it fair?

Once you can answer ‘**Yes!**’ to these questions, then start to think about how you might take action in a way that the people down at the pub will support.



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