

Exxon's Guide to Ethical Communication

The key issue presented in the Exxon Case Study is that Exxon communicated in an unethical manner when its crisis contingency plan failed (McGill & Seeger, 2000, p.177). Inadequate communication, along with the absence of an effective plan minimizes trust, which is what oil companies need to avoid if they want to uphold a respectable company image.

Analysis

Companies that work with highly toxic substances often have spills that can be seen as normal accidents (Cleveland, 2008, par.1). However, if "the company is ill-prepared to handle the situation," (Waddock, 2008, p.23) it becomes a considerable crisis. The crisis worsens when companies provide false statements and do not take responsibility for their actions. When Exxon's tanker Valdez spilled 10.9 million gallons of oil into Alaska's Prince Williams Sound, Exxon management blamed the Alaskan Coast Guard and the captain of the tanker for the failure of the crisis contingency plan (Cleveland, 2008, par.1). The plan did not fail because of irresponsible stakeholders, it failed because Exxon management had a disorganized plan. Exxon blamed others for the mistakes made by its management and gave false statements stating the Coast Guard did not complete his part of the plan and that the captain drove drunk, thus firing him (McGill & Seeger, 2000, p.180). Lying and irresponsibility are two examples of unethical behavior, and these behaviors led to poor trust and miscommunication between stakeholders. "Incorrect and misleading statements is helpful to no one," (McGill & Seeger, 2000, p. 180) and only makes Exxon's management appear untrustworthy and worsens the crisis.

Exxon needs a way to truthfully communicate with the Alaskan Coast Guard and its employees so all emergency plans can be carried out efficiently. With new plans, the oil spill can be effectively handled so the company maintains an ethical and positive image.

Exxon Wage Testing Study Guide

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maintenance overload and decrease personnel costs Topics include new developments in plant equipment reliability databases incident investigation of PSM with business strategy the relationship of reliability programs to comply with EPA OSHA regulations validations of QRAs and safety interlock system integrity levels

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