

# 2003/2004 Leadership Series<sup>®</sup>



Marianne Jennings, J.D.    October 21, 2003 • 8:30 - 11:30 a.m.

## Do Ethics Make Sense?



The past two years have brought stunning revelations about great companies that took wrong ethical turns, many resulting in their collapse. What happened at these companies? How do bright, capable people lose sight of their values and ethics? After looking at these companies, you will acquire the knowledge and motivation for incorporating or reincorporating ethics and values into your workplace. You will find compelling reasons to focus on the unchallenged notion that long-term success requires strong commitment to ethics and values.

### SPEAKER BACKGROUND

- Professor of legal and ethical studies in business at Arizona State University
- Author of several books including her newest:
  - *A Business Tale: A Story of Ethics, Choices, Success, and a Very Large Rabbit*
- Her weekly columns are syndicated around the country, and her work has appeared in the *Wall Street Journal*, *Chicago Tribune*, *New York Times*, *Washington Post*, and *Reader's Digest*
- She has appeared on CNBC, *CBS This Morning*, the *Today Show*, and *CBS Evening News*

### LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

#### ALIGNING THE ORGANIZATION

- Ethics and Values: Adhere to an appropriate and effective set of core values and beliefs during both good and bad times. Reward the right values and disapprove of the others. Act in line with organizational values.

#### PEOPLE LEADERSHIP

- Integrity and Trust: Is widely trusted. Admit mistakes. Can present the unvarnished truth in an appropriate and helpful manner. Understand moral clarity.

#### STRATEGIC ORIENTATION

- Business Acumen: Understand the need to and how to combine business and ethics. Exercise practices that balance business and ethics. Understand how strategies and tactics work in the organization.
- Fiduciary Acumen: Understand the role of an audit committee and opportunity to communicate with committee. Understand impact of regulations on corporate accountability.
- Deals with Ambiguity: Comfortable handling risk and uncertainty.