



EXECUTIVE FORUM

2009/2010 Leadership Series®



Advance Intelligence

Great Minds Are
Gathering... Bring Yours

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Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the
Performing Arts

14th & Arapahoe, Denver, CO 80204

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www.executiveforum.net • 303-796-0444

Marianne Jennings

October 27, 2009 • 8:30–11:30 a.m.

A Story of Ethics, Choices, Success, and a Very Large Rabbit

How do you remind yourself, co-workers, and employees of sound ethical values? Marianne Jennings has a framework to help you introduce and hold these important conversations. Even if you don't believe ethics matter for your bottom line, Jennings will show you that dishonesty eventually surfaces and has a lasting impact on public trust. In her talks, she also shares ample evidence that honesty and principled interactions with customers and colleagues lead to individual success. Through evidence, anecdotes, and inspiration, Jennings will show you how to inspire ethical conduct in your organization.



Marianne Jennings has a degree in Finance, and a J.D. from Brigham Young University. She is a professor of legal and ethical studies at the College of Business at Arizona State University. Jennings has published hundreds of articles and several textbooks and has a weekly nationally syndicated column.

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.

Leadership Competencies are adapted from: Lombardo, Michael, and Eichinger, Robert. *For Your Improvement: A development and coaching guide for: learners, supervisors, managers, mentors, and feedback givers.* Minneapolis: Lominger Limited, Inc, 2000.