

ETHICAL LEADERSHIP

**FIVE POWERFUL PRINCIPLES
FOR UNMATCHED SUCCESS
IN BUSINESS**

PREPARED FOR THE 2017 FOX
VALLEY **ETHICS IN BUSINESS**
SUMMIT

PRESENTED BY:
BRUCE WEINSTEIN, PH.D.
THE ETHICS GUY®

Qualifies for CE credits in all fields

What will make the 2017 Fox Valley Ethics in Business Summit a Success?

The staff, business associates, and other leaders affiliated with the Samaritan Counseling Center who attend the 2017 Fox Valley Ethics in Business Summit will want **one thing** above all else:

A meeting that is a **wise investment** of their **time**.

An engaging speaker who shows how **ethical leadership is the key to success** will leave attendees saying, "*This meeting was well worth my investment.*"

Bruce Weinstein, The Ethics Guy® and CEO of the Institute for High-Character Leadership, is such a speaker.

What's more, all of Bruce's presentations have qualified for **CE credits in law, accounting, medicine, nursing, pharmacy**, and more.

Here are **three ways** Bruce will help to make the 2017 Fox Valley Ethics in Business Summit a **valuable experience** for every attendee, beginning with his keynote, ***Ethical Leadership: Five Powerful Principles for Unmatched Success in Business***

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The Keynote

Ethical Leadership: Five Powerful Principles for Unmatched Success in Business

1 hour, including Q&A

"Our strategic plan includes strengthening existing community partnerships and forming additional partnerships with the goal of enhancing collaboration, leveraging resources and strengthening the safety net for mental health care in the Northwest Suburbs."

--From the Samaritan Counseling Center's 2016 Annual Report

The surest way for the Samaritan Counseling Center to achieve its strategic objectives is to ensure that **every employee and business associate** is fully committed to the **highest ethical standards**.

Bruce Weinstein's **engaging, high-content** keynote will show attendees of the 2017 Fox Valley Ethics in Business Summit exactly how to do this. Bruce will reveal how five powerful principles--the principles of ethical intelligence-- help us make the right decisions everywhere, every time:

1. Do No Harm
2. Make Things Better
3. Respect Others
4. Be Fair
5. Care

We begin with a "What would you do?" quiz based on scenarios that the audience has selected in advance. Using small electronic polling devices, audience members will vote on which of four options they would pick as the solution for each scenario.

We'll then explore each of the five principles together, and several small-group exercises will show participants how to apply these principles in their work. We conclude by reviewing the quiz, and Bruce shows how in each scenario the principles of ethical intelligence point us in the right direction. Then we'll do the largest group selfie in the history of the summit!

By the end of the keynote, participants will be able to:

1. **Identify** the five principles of ethical intelligence
2. **Discuss** how applying the principles consistently yields **substantial benefits**
3. **Identify** several **challenges** to applying the principles and **strategies for overcoming** those obstacles

Deep Dive Q&A

After the Keynote

1 hour

Instead of the town hall meeting, you might prefer for Bruce to lead an extended Q&A session with the audience after the keynote.

Bruce and the conference organizers will ask summit registrants to complete a very short anonymous SurveyMonkey poll before the event. They will identify an ethical question they would like to have addressed at the meeting.

A recent audience submitted 75 questions like these:

- *What gets in the way of doing the right thing?*
- *Is the customer always right?*
- *How can "presence" be cultivated in employees at all levels in an organization?*
- *What are the most important attributes of being a good leader?*
- *What do you feel is the most effective way to identify high character employees during interviews?*
- *How is doing the right thing good for business?*

The answers they receive to questions like these will help summit participants promote an ethical culture at every level of their organizations and lead with integrity and honor.