

ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

November/December 2016

GOOD NEWS

Hilton and Chobani Announce Positive Changes to Paid Parental Leave

With more and more companies reviewing and updating their maternity leave policies, the NASBA Center for the Public Trust (CPT) gives kudos to two corporate giants that have stepped up to improve their company cultures. Global hospitality brand Hilton Hotels and Resorts, as well as the American yogurt brand, Chobani, have publically announced the positive changes they have made to their maternity policies.

“Our team members are at the heart of delivering exceptional experiences to our guests. That’s why we are committed to providing them with industry-leading benefits and a culture that supports balancing work and family,” said Christopher J. Nassetta, President & CEO, Hilton Worldwide.

Effective 2016 at Hilton Hotels and Resorts, all new parents, including fathers and adoptive parents, will receive two weeks of fully paid parental leave. New mothers who give birth will receive an additional eight weeks of maternity leave, for a total of 10 weeks of fully paid leave.

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CPT EXCEEDS FUNDRAISING GOAL AT FALL FESTIVAL

The NASBA Center for the Public Trust (CPT) recently held a Fall Festival fundraiser at the 2016 NASBA Annual Meeting in Austin, TX, boasting over 400 attendees.

Annual Meeting attendees and guests were invited to get tickets to play carnival-type games like putt-putt golf, basketball, cornhole, bowling and featured a “Spin the Wheel” station, where those who played could win CPT swag instantly. Guests could also use their tickets to be entered to win a series of giveaway prizes. Donors also received a digital copy of the *CPT Holiday Family Cookbook* as a special thank you for their contribution.

Since October, the CPT has raised over \$33,000 as part of this campaign, to support CPT Programs. The CPT will use these funds to help develop, encourage, acknowledge and promote ethical leadership in business, institutions and organizations.

The CPT thanks everyone who joined them at the Fall Festival and generously contributed during the Annual Meeting.

If you are interested in supporting CPT programs, donate online by visiting: thecpt.org/donations ☆

CPT FALL FEST

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CPT Honored with Salute to Excellence Award

On October 18, 2016, the NASBA Center for the Public Trust (CPT) was honored as a finalist for the Diversified Trust: New Generations Award at the Center for Nonprofit Management's Salute to Excellence Awards Celebration. The entire CPT team attended this event, where nonprofit leaders, volunteers and community partners were commended by Nashville Mayor, Megan Barry, for making the Nashville and surrounding communities a better place. This event is the largest nonprofit awards banquet in the United States.

As a finalist, the CPT was awarded \$1,000 and a trophy that recognizes the CPT for effectively using social media to reach the next generation through its *Ethics in Action* Video Competition. Over the last two years, the video competition has received more than 100 submissions from college students across the country, which generated more than 20,000 views online. The CPT is honored to receive this award and remains committed to engaging more young people in interactive discussions about ethical leadership and decision-making in the future. ☆



Representatives from the CPT and NASBA during the Salute to Excellence Awards Celebration.



LEAD WITH INTEGRITY

Recognizing the Problem

ALFONZO D. ALEXANDER
PRESIDENT, NASBA CENTER FOR THE PUBLIC TRUST
CHIEF RELATIONSHIP OFFICER, NASBA

For several years, I have talked with college students about overcoming ethical dilemmas early in their careers. I am aware of many situations where young professionals have been pulled into unethical situations, because they did not recognize them until it was too late. To my surprise, in recent conversations with seasoned professionals, I learned that failure to recognize questionable or unethical activity is not limited to students and young professionals. Therefore, I am convinced that *recognizing the problem* is something we all need to do well.

In any challenging situation we face, the first step to resolving a problem is recognizing it. We acknowledge this thought with personal and behavioral issues. Based on what I am observing, we benefit by applying this same mindset to our careers. Whether being slowly pulled into long-standing, bad behavior or being surprised by something that simply does not seem right, we need to be aware of what we are doing and being asked to do.

So, how do we recognize inappropriate activity? There are several things we can do to raise our awareness of bad behavior. One is to pay attention to our intuition. After all, our intuition is our subconscious mind

using past experiences and knowledge gained to make conclusions. We cannot completely depend on intuition to make final decisions, but trusting it to start the recognition process is wise. Once our intuition awakens us, we then need to be more attentive. We can discover problem areas by paying attention to what people say to ensure their words line up with what we believe to be ethically sound. Part of being attentive and being a leader involves asking the appropriate questions to gain greater understanding. A well-positioned question can increase one's knowledge and thwart a potentially damaging unethical situation.

I just outlined three ways we can strengthen our problem recognition skills. It is important that we grow our ability to do so. Using appropriate levels of professional skepticism will enable us to be aware, but not build trust barriers among our coworkers and other stakeholders. Sincere efforts to recognize problems before they escalate can lead to success, mitigate damage and grow our businesses.

I challenge you to make the mental shift. Are you aware of what's happening around you? Be attentive and as always: "Lead with Integrity." ☆

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Hilton and Chobani Announce Positive Changes to Paid Parental Leave

The benefits will be available to team members at owned and managed hotels, and corporate offices after one year of service or greater.

Chobani announced that starting in 2017, the company will offer six weeks of 100 percent paid parental leave for all full-time, hourly and salaried employees, both mothers and fathers. Chobani's policy is open to all new parents who have given

birth, adopted, or been placed with a foster child — not just mothers who have recently given birth.

The CPT loves recognizing companies that are setting great examples in their industries. Have you heard of a good news story lately? Do you have a company you would like to highlight? Share it with us at info@thecpt.org. ☆



Fisk Students Launch New Chapter

Fisk Launches New StudentCPT Chapter

As the NASBA Center for the Public Trust (CPT) continues to expand across the country, students at Fisk University recently launched the newest StudentCPT chapter. CPT team members, Ryan Hirsch and Sydney Shearer, attended the Fisk StudentCPT chapter kickoff meeting, and engaged students in interactive discussions about how they would handle ethical dilemmas in their careers. The CPT commends Fisk Students and past StudentCPT Leadership Conference attendees, Darius Lewis and Lamarr Nash, for applying lessons learned to work with campus leaders to establish a Fisk StudentCPT chapter.

The CPT also has several schools that are nearing the final phase of establishing a chapter on their campuses. Stay tuned for more updates!

StudentCPT Chapters Wrap-up Busy Fall Semester

StudentCPT chapters conducted more than 40 chapter meetings and community service projects during the fall semester. Check out photos from some of these events below!



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CPT RECIPE

RECIPE FOR MAKING ETHICAL LEADERS:

- Combine dedicated students on more than 30 college campuses with interactive activities.
- Mix in 1 Leadership Conference with engaging speakers & a dash of community service.
- Season with guidance from the CPT staff and let simmer until graduation.
- Drizzle with generous contributions from donors like you!

Repeat until we create the largest ethical network of leaders across the country. Help us continue to make ethical leaders by making an end of year contribution to the NASBA Center for the Public Trust (CPT). As a special thank you to those who donate before the end of the year, we will send you a digital copy of the *CPT Family Holiday Cookbook*, where you can find more of our favorite recipes!



Make your contribution online at: thecpt.org/donations

or by sending a check payable to the NASBA Center for the Public Trust to PO Box 306272, Nashville, TN 37230-6272.