

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST 



WE CHAMPION ETHICAL LEADERS

October 2016



GOOD NEWS

LinkedIn Piloting Mentor Program to Aid Young Adults

The business-oriented, social networking service, LinkedIn, recently launched a pilot mentor/mentee program, geared toward helping underserved young adults. The program will foster online career coaching sessions by connecting young professionals with successful, established professionals. Ultimately, these sessions will be used to help young professionals learn, grow and succeed in their professional lives.

Through partnerships with youth-based organizations, young adults have signed up to be coached by professionals who can give them helpful career advice. Mentors were asked to reach out directly to these young adults to set up a one-hour coaching session, which involves mentors reviewing mentees' LinkedIn profiles, providing suggestions for improvements, sharing insights on what they've learned throughout their professional journey and answering any career questions the mentees may have.

A LinkedIn representative mentioned, "We are running this pilot [continued on page 2](#)

BELMONT STUDENTCPT HOSTS ETHICS TOWN HALL

The NASBA Center for the Public Trust (CPT) and the StudentCPT at Belmont University hosted an Ethics Town Hall on September 22, 2016. Alfonzo Alexander, CPT President, served as the moderator for the meeting, and led an energized, interactive discussion between a table of panelists and the audience, which consisted of about 60 students. Panelists included: West Bielstein, StudentCPT Chapter President – Belmont University, Dr. Tommy Wooten, Accounting Professor – Belmont University, and Clyde Ingalls, retired banker and board member of the Edward C. Kennedy Center for Business Ethics.

Alexander also showed a video clip from the in-process documentary titled, *All*

the Queen's Horses, which uncovers how a comptroller from Dixon, Illinois embezzled nearly \$53 million. Most importantly, these students were educated about the need for developing ethical decision-making skills to further their careers.

The Belmont Ethics Town Hall event marks the 11th stop on the CPT's Town Hall campus tour. Last fall, the CPT, along with Dr. Kelly Richmond Pope, accounting professor and white collar crime expert, hosted a series of public ethics discussions at select universities in the Rocky Mountain region that were associated with the Daniels Fund. The CPT is proud of the tour's success and is excited to host more Town Halls in the future. 



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Because Ethics DO Matter

Ask us about our online and in person ethics training!

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LEAD WITH INTEGRITY

The Wake

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

In Dr. Henry Cloud's book, *Integrity... The Courage to Meet the Demands of Reality*, he uses the wake left behind a boat as it glides through water as an analogy for how leaders in an organization leave wakes. The wake of a boat is affected by both the performance and path of the boat. The patterns of the wake can be consistent and perfectly aligned, or it can be inconsistent and rough, depending on the speed and direction. Similarly, a leader leaves a wake that results from his or her performance, with the patterns of the wake, defined by Dr. Cloud, as: 1) the Task Side, and 2) the Relationship Side.

The quality and quantity of tasks being completed from the leader affects one dimension of the leader's wake, while the leader's interaction and engagement with individuals when completing tasks form the other side. The best leaders

have impressive, consistent wakes that show high performance, abundant with accomplishments (large and small), and relationships that show admiration and respect for the leaders.

Leaders with integrity, focus on successfully completing tasks. In the process of completing those tasks, true leaders establish and/or maintain mutually beneficial relationships with other stakeholders. Hence, why such leaders leave a beautiful wake behind them that other leaders recognize and appreciate.

How does your wake look? Do you complete tasks that result in the closure of relationships, or do you succeed while building great relationships with people along the way? Creating a beautiful wake behind you is a great way to *Lead with Integrity*. ☆

continued from cover

LinkedIn Piloting Mentor Program to Aid Young Adults

to test our hypotheses: that we can connect our incredible LinkedIn members to opportunities to mentor young adults from disadvantaged backgrounds. The results of this pilot will be used by LinkedIn to better understand how we can help our members connect to mentors and/or mentees."

We've chosen to highlight LinkedIn because of their efforts in creating this pilot program that allows young professionals to connect with seasoned professionals in order to foster business relationships. At the CPT, we are always looking for good news stories throughout the business community. What good news story do you have? What can you do today to impact tomorrow's leaders? ☆

Why did you join the Student CPT?



"I have come across situations where people have been unethical and noticed how it can affect multiple people.

I believe that instilling ethical leadership at a young age, in college, can cause a domino effect for others to perform in an ethical way. It gets people comfortable talking about ethics and values and growing on them as they grow with experience."

Mellisa Ikwubuo, Ohio University



"My main motivation to join The StudentCPT is that it instills ethics into our future leaders. It is important to establish a strong background in ethical leadership so that when conflicting decisions arise, we will have the skills necessary to make the morally right decision."

Cody Crance, Valdosta State



Colorado Mesa StudentCPT Chapter Kickoff

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STUDENT NEWS

CPT Launches Two New StudentCPT Chapters

The CPT is excited to welcome the University of Louisiana at Lafayette (ULL) and Colorado Mesa University (CMU) as its newest StudentCPT chapters. ULL held its chapter kickoff meeting on September 28, 2016, and CPT President, Alfonzo Alexander, provided students with tips for navigating ethical dilemmas, early in their careers. CMU held its chapter kickoff meeting on October 5 – 6, 2016. CPT Board Member, Cynthia Cooper, and CPT Operations Manager, Ryan Hirsch, both spoke to students about the importance of making ethical decisions, during this two-day event. The CPT is currently working with several additional schools to establish new chapters, this semester.

CPT Supports Chapters Through Flash Chats

In addition to creating new chapters, the CPT is also working to enhance the effectiveness of its existing chapters. In August, the CPT launched a Flash Chat webinar series, which provides StudentCPT officers and advisors with tips and strategies for leading their chapters. These sessions are being recorded and posted on the StudentCPT website for students and professors who are unable to attend the live sessions.

To see a full list of upcoming Flash Chats, visit studentcpt.org/news/.

SEMO Hosts Ethics Simulation

The StudentCPT Chapter at Southeast Missouri State University (SEMO) recently hosted an ethics simulation event on September 28, 2016. Students were divided amongst four groups and they were tasked with finding the best solutions to a proposed ethical dilemma. This meeting served as the first StudentCPT chapter meeting of the semester. New members were invited to learn more about the StudentCPT mission, chapter program and StudentCPT Leadership Conference.



University of Louisiana at Lafayette

THANK YOU!

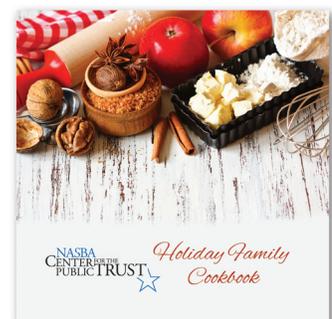
Because of your support, the NASBA Center for the Public Trust (CPT) is successfully carrying out its mission:
To champion the public trust by advancing ethical leadership in business, institutions and organizations.

As a special thanks to those who make contributions between October and December, donors will receive a digital copy of the CPT Family Holiday Cookbook, featuring holiday recipe favorites from NASBA and CPT staff, volunteers and supporters. Don't miss this opportunity of receiving recipes to delicious dishes!

Please donate online at: thecpt.org/sponsor

Or send a check to:

NASBA Center for the Public Trust, PO Box 306272, Nashville, TN 37230-6272



Are you attending the NASBA Annual Meeting in Austin, TX? If so, be sure to stop by the CPT booth and the CPT Fall Festival!