

# ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

September - October 2015

## WATCH - ASK - DECIDE



### THE NASBA CPT PRESENTS WATCH - ASK - DECIDE ETHICAL LEADERSHIP TOWN HALL TOUR THIS FALL

The NASBA Center for the Public Trust (CPT) is hitting the road this fall to educate college students and business professionals about the importance of integrity, accountability and trust. The CPT is currently hosting a series of public ethics discussions on selected university campuses in Colorado, New Mexico, Utah and Wyoming. These town hall meetings are being held in conjunction with viewing footage from the in-process documentary, *All the Queen's Horses*.

*All The Queen's Horses* tells the story of Rita Crundwell, former comptroller and treasurer of Dixon, IL whose embezzlement scheme went undetected for more than 20 years. Clips from *All the Queen's Horses* will be used to spark student discussion and educate the community about public corruption.

The CPT has collaborated with Dr. Kelly Richmond Pope, Chief Content Officer of Helios Digital Learning, and the Daniels Fund, in an effort to educate the public about white-collar crime and the importance of ethical decision-making in our society.

The CPT encourages students, faculty, business and community leaders to attend the Ethics Town Hall meeting near you. During the event, there will be an opportunity to ask questions and receive more information regarding the documentary in development.

This touring of the film keeps the CPT in the forefront of ethics in the business community. See page 2 to view upcoming dates near you. ☆

### GOOD NEWS

#### The NASBA CPT and Lipscomb Dean Institute Host Business with Purpose Kickoff

Ethisphere CEO, Tim Erblich, recently spoke to a group of Nashville executives to help kickoff the Lipscomb Dean Institute for Corporate Governance and Integrity's *Business with Purpose Awards*. The NASBA Center for the Public Trust (CPT) is partnering with the Dean Institute to encourage companies to conduct business with the highest level of integrity, trust and ethical values.

Erblich and others shared stories about past honorees of Ethisphere's list of the *World's Most Ethical Companies*. He noted that companies that have experienced ethical issues in the past are still eligible for the award. An organization's response

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## LEAD WITH INTEGRITY

Ultimate Victory in Business

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

Ethical leaders achieve the ultimate victory in business and that comes from a variety of sources. Yes, business leaders win by achieving results, accomplishing goals and growing their businesses. However, the ultimate victory ethical leaders achieve comes when they win in those ways because they are leading with a foundation based on ethics and integrity.

It is truly refreshing when I hear stories of leaders who have achieved great success while being careful to lead with a focus on ethical behavior. I am very intrigued by a study by Fred Kiel and his team of contrasting leaders identified as highly ethical compared to other leaders. The study shows that the business results (return on assets to be specific) of the ethical leaders' companies were five times greater than the other leaders. Results like these encourage me. They also prove to me that ultimate victory in business comes when leaders *lead with integrity*.

Even beyond the business results, employees throughout the organization share in the victory of ethical leaders. In companies with ethical leaders throughout

its workforce, employee engagement, retention and satisfaction is much higher. After all, every follower wants leadership from an ultimate winner.

So I ask you this question: Are you achieving the ultimate victory in your business? Here is a quick litmus test to find out.

1. Do you go to bed each night feeling the decisions you made that day were the right things to do?
2. Will the people you lead serve as witnesses that you try to do what is best in your decision-making?
3. Finally, are your business results better today than this time last year?

If your answer is "yes" to all three, keep up the good work. If you cannot answer all three with a "yes," now you have some new benchmarks to use.

I am fighting for the ultimate victory in business. I encourage you to continue to fight in yours. The rewards are worth the extra effort. As always, *lead with integrity*. ☆

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### The NASBA CPT and Lipscomb Dean Institute Host Business with Purpose Kickoff

to bad behavior often shapes the future of the organization, more than the actual misconduct. It is encouraging to remember that negative cultures can change with proper leadership and training.

The CPT is committed to working alongside the Dean Institute to help winners of Nashville's *Business with Purpose Awards* go on to compete for the *World's Most Ethical Companies* competition, while also working with other organizations to help them enhance the ethical cultures within their organizations. ☆

### Upcoming Dates for WATCH - ASK - DECIDE

October 6 - Denver, CO  
University of Colorado Denver

October 22 - Greeley, CO  
University of Northern Colorado

November 5 - Colorado Springs, CO  
University of Colorado, Colorado Springs

November 10 - Albuquerque, NM  
University of New Mexico

November 18 - Fort Collins, CO  
Colorado State University

November 19 - Boulder, CO  
University of Colorado Law School

## THE NASBA CPT LAUNCHES PROFESSIONAL CERTIFICATION & TRAINING PROGRAM

As the CPT continues to develop and encourage ethical leaders, it is now launching the *Professional Ethical Leadership Certification and Training Program*. This online training program will help business professionals identify ethical risk areas and understand how to improve the ethical cultures that exist within their organizations.

This program is currently available to all organizations that desire to enhance the ethical decision-making abilities of their employees. This course will also be available to individuals who want to obtain CPE credits or add the certification to their resumes to communicate their ethical values to employers. To learn how you or your organization can enroll in this program, send an email to [info@thecpt.org](mailto:info@thecpt.org). ☆



There are key individuals who commit to the success of students.  
**You are one of those people.**

**This whole experience continues to push me to keep my values at the core of my professional experiences. Again, thank you for your commitment to us.**

**I will strive to be a part of a world that lives greatly and ethically**

**–Lauren Wade, University of New Mexico**



Lauren Wade

From the dollars you so generously donated, to the time and interest shown towards our students at the 2015 Student Leadership Conference, you are being a difference in the lives of students through our Sponsor a Leader Campaign and we genuinely thank you. Here's glimpse of what a few students had to say about their conference experience and their gratitude:

It is because of your generosity that I have been able to have this amazing experience: the opportunity to meet professionals and offer advice. Thank you for your generosity.

–John Fonseca, Saint Louis University



Thank you for providing funding for the conference. I think it's great that business students have

an ethical outlet that enables them to bring new skills back to their campus. Thank you for your generosity.

–Katie Deaven,  
New Mexico State University



I would truly like to thank you for your generosity. I am now able to recognize myself as an empowered individual and student. –Lamarr Nash, Fisk University

Thank you for helping sponsor this event.

I learned how to build off

my strengths, how to remain ethical when faced with a tough decision, and how to be a more effective leader.

–Chase Bonsall, Creighton University



Thank you for investing in the StudentCPT. This conference has been an extraordinary experience. I feel prepared to lead and to share the importance of ethics on my campus. –Priscilla Suarez, Colorado Mesa University



This conference has impacted me tremendously. It gave me time to look at myself as a leader and set high ethical standards for myself. I couldn't have done it without your contribution. –Alexis Hall, University of Louisiana at Lafayette



Thank you for your generous donation. This experience has taught me so much and greatly fostered my professional development. I feel much more prepared to begin a fulfilling, ethical career, and I thank you for your support.

–Danielle Chandler, Vanderbilt University

I'm on my way to excellence because of your kind and thoughtful donation to this year's Student Leadership Conference. I learned valuable lessons in personal accountability and ethical leadership.

–Forrest Senti, University of Colorado Springs



NASBA recognizes that young adults belong at the table, and they empower youth by giving us opportunities such as the Student Leadership Conference. My peers and I are grateful for the opportunity to learn about accountability, ethics and collaboration, and we owe it all to you.

–Anand Macherla, University of New Mexico



Without your altruistic action, I never would have had the opportunity to enrich my life in this way. Thank you so much for being an example of the kind of change I hope to be in the world.

–Adam Weaver, University of Utah

Thanks to you, I was able to participate in this incredible opportunity. The value and knowledge I have gained is immeasurable.

–Becky Nelson, Colorado State University



I have truly been changed by attending this conference and I will hold myself to the highest ethical standard. I am accountable and I am ethical.

–Naj Walden, North Carolina A & T



Thank you for investing in my future! Because of you, I am one step closer to my goal of becoming an ethical leader.

–Darius Lewis, Fisk University

Your donations were used to ensure that my peers and I had an engaging conference providing understanding in how to conduct business ethically.

–Morgan Evans, University of Colorado Denver



Thank you for providing me this wonderful opportunity. I gained a wealth of knowledge that I can immediately apply to my personal and professional life.

–Daniel Alvey, University of Missouri





## STUDENT NEWS

### Students Learn About Ethical Dilemmas in the Workforce: AAA & BAP Conference Recap

In August 2015, the CPT attended the Beta Alpha Psi (BAP) Annual Meeting in Milwaukee, Wisconsin.

With more than 1,200 attendees, this conference provided the CPT with an opportunity to introduce the *Student Ethical Leadership Certification Program* to some of the nation's top students and educators.

CPT Operations Manager, Ryan Hirsch, also led an interactive presentation that helped students think through common ethical dilemmas in business, understand the dangers of engaging in misconduct and better understand how ethical leadership styles lead to long-lasting careers.

Next, the CPT traveled to Chicago, Illinois to network with professors at the American Accounting Association (AAA) Annual Meeting.

Nearly 4,000 accounting educators attended the conference, where CPT staff shared the benefits of starting StudentCPT chapters and the value of using the Ethical Leadership Certification Program in college courses.

More than 60 professors expressed interest in using the certification program or starting StudentCPT chapters, while several professors have already registered their classes in the certification program for the Fall 2015 semester.

Interested in starting a StudentCPT chapter? Email us at [info@thecpt.org](mailto:info@thecpt.org). ☆



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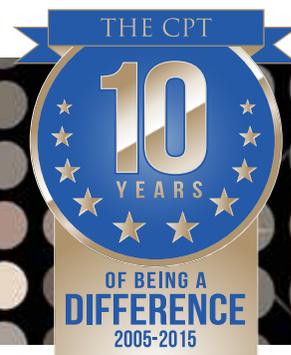
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# ACTION!



**Do you know any college students  
who would like to win \$1,000?**

**The *Ethics in Action* Video Competition  
is now open. Spread the word!**

**Video Submission Deadline: March 27, 2016**

**Visit [studentcpt.org/videocompetition](http://studentcpt.org/videocompetition) to learn more!**

