

ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

November - December 2015



CPT RAISES \$50K TO KICK-OFF 10 FOR 10 CAMPAIGN

As the NASBA Center for the Public Trust (CPT) continues to celebrate 10 years of *Being a Difference*, it recently held its 10 for 10 Anniversary Program during NASBA's 108th Annual Meeting in Dana Point, CA. This event served as an opportunity to recognize and honor key supporters who helped the CPT achieve 10 significant milestones throughout its 10-year history.

The milestones included historical events such as the founding of the CPT, the launch of the StudentCPT Chapter Program, the development of the *Being a Difference* Award, monumental fundraising support and several other events that helped the CPT enhance its mission of advancing business ethics.

Many of these awards were distributed during the 10 for 10 event and several others will be delivered to the remaining honorees over the next few months.

In conjunction with the 10 for 10 Anniversary Program, the CPT also kicked off its 10 for 10 Fundraising Campaign. This campaign allows supporters to commemorate the CPT's 10 year anniversary by reviewing the CPT's top 10 programs and making a contribution to their favorite cause. With a goal of raising \$70K by the end of 2015, supporters have already donated more than \$50,000 to strengthen CPT and StudentCPT activities.

The CPT will use these funds to help develop, encourage, acknowledge and promote ethical leadership in business, institutions and organizations. The CPT appreciates

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GOOD NEWS

Jack Dorsey Leads the Way of Giving Back in Silicon Valley

Jack Dorsey, CEO of Twitter and Square, recently announced that he would be giving one-third of his Twitter stock to an internal employee equity pool. Dorsey has also given away 20% of his shares of Square and plans to contribute another 10% to the Start Small Foundation, a cause that supports the formation of small businesses.

Dorsey is promoting an organizational culture that encourages employees to view themselves as part of the ownership team. The CPT commends Mr. Dorsey on *being a difference* to his employees, by helping them realize the benefits of performing at a high level and achieving positive results for their business. ☆



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CPE ETHICS WORKSHOP OFFERED AT NASBA'S ANNUAL MEETING

Prior to commencing NASBA's 108th Annual Meeting, the NASBA Center for the Public Trust (CPT) offered an engaging CPE Ethics workshop led by Dr. Catharyn Baird. Attendees were asked to complete an Ethical Lens Inventory (ELI) comprised of a series of questions assessing what determines a respondent's values. Dr. Baird identified four ethical lenses that represent an individual's values and the way they make ethical decisions; rights and responsibilities lens, relationship lens, results lens and reputation lens. Over 50 attendees participated in an interactive discussion and team role playing activity outlining the different ethical lenses. ☆

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CPT Raises \$50K to Kick-off 10 for 10 Campaign

everyone who makes ethical leadership a priority, either through financial support, volunteering, or simply leading with integrity and being a difference to those in their communities.

Visit *TheCPT.org* and *StudentCPT.org* to learn how you can become involved with the CPT and StudentCPT, or to obtain resources to help you enhance your ethical leadership abilities. ☆



LEAD WITH INTEGRITY

Leading by Example? How's Your Work Ethic?

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

A common and effective leadership strategy is to lead by example. Some leaders embrace this concept more than others. However, what every leader should realize is that we are all leading by example. Followers always seek inspiration and aim to develop their leadership skills from their leader. For this reason, I suggest that every leader should have a superior work ethic.

Many years ago, one of my college football coaches taught me to work at getting better every day. His selling point was, if you take a day off, one of your opponents next year will be somewhere working and developing an edge over you. From that point on, I established my work ethic by adopting the attitude... someone may beat me off talent, but they will not outwork me. This strategy also works for ethical business leaders.

Early in my career, I worked for a large food manufacturing company. Most of the people I lead there were older than my parents. To gain their respect, I had to show them that I was willing to work as hard as anyone else on the team. Within a few weeks, we gained mutual respect, they followed my example, and we set records in the company for performance.

Today, several leadership positions and many years later, I can still say this strategy works. Ethical leaders create an environment for success when their followers know the leader is willing to put in work.

Do the people you lead believe you are willing to do any job you ask them to do? Do they respect your work ethic? Do you want to lead by example? Show them superior work ethic and lead with integrity! ☆

ETHICAL LEADERSHIP CERTIFICATION PROGRAM HITS RECORD NUMBER OF ENROLLMENTS

Over 800 students from 20 different universities participated in the Ethical Leadership Certification Program during this fall semester. The six module, online certification program helps college students identify ethical issues, learn how to respond to ethical dilemmas and enhance their ethical decision-making abilities. Students learn these ethical cornerstones through a series of interactive slides, video scenarios, polling questions and comprehensive quizzes. Many professors have adopted this online tool into their class curriculums forgoing traditional textbooks and using the content

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It's Not too Late to Donate!

10 FOR 10

*Celebrating 10 Years
of Being a Difference*



To Donate, please visit thecpt.org and click CPT's 10 for 10 Anniversary Program.

Thank you for *Being a Difference*

Thank you to those who have already helped make 2015 a success! To continue helping students and professionals practice ethical leadership, we are seeking contributions to help fund our important programs and activities. Through your generous sponsorships, donations and encouragement we have already raised \$50K of our \$70K goal.

Join the movement and help us reach our goal by December 31, 2015.

To donate, please visit thecpt.org and click CPT's 10 for 10 Anniversary Program or send a check to:
**PO Box 306272
Nashville, TN 37230-6272**

**Please make all checks payable to
NASBA Center for the Public Trust.**

For questions, please email info@thecpt.org.





STUDENT NEWS

StudentCPT Launches Two New Chapters

The StudentCPT is proud to welcome Georgia Southern University and Creighton University as its 27th and 28th chapters. Georgia Southern is the first StudentCPT chapter in Georgia, and Creighton is the first StudentCPT chapter in Nebraska. Student leaders from both Georgia Southern and Creighton attended the 2015 Student Leadership Conference, and that experience helped prepare them to lead their new chapters.

More than 20 students attended the Georgia Southern University StudentCPT chapter kick-off meeting on October 19. Creighton inducted more than 30 new members at its chapter kick-off meeting on November 12. NASBA CPT President, Alfonzo Alexander, served as the keynote speaker for both events and helped students understand how to identify ethical risk areas early in their careers.

This CPT is thankful to Georgia Board of Accountancy member, Julian Deal, who led the way for the development of the Georgia Southern chapter. Mr. Deal connected CPT staff with the school's faculty and administrators, while also helping secure a chapter sponsorship from Nichols, Cauley & Associates LLC.

If you have a relationship with a college or university that may be interested in starting a StudentCPT chapter, please send an email to info@thecpt.org ☆

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Ethical Leadership Certification Program Hits Record Number of Enrollments

thought provoking class conversations. Some of the topics covered include: conflict management, ethical organizational cultures and leadership styles.

“The certification talks about how a collaborative leadership style is the best kind of style and I can tie that into the other materials featured in my class,” reveals Christophe Van Linden, Assistant Professor of Accounting at Belmont University (Nashville, TN).

If your college or university is interested in the Ethical Leadership Certification Program, please visit studentcpt.org to check out our demo video. For additional questions, please email info@thecpt.org ☆

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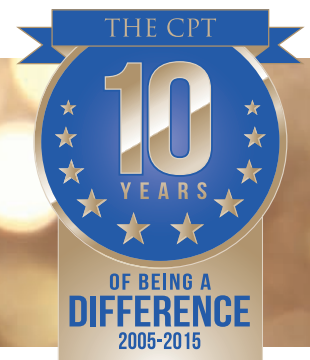
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SEASON'S GREETINGS



Season's Greetings from the CPT Team

Wishing you and your family a
joyous holiday season and
a happy New Year!

