



FOR IMMEDIATE RELEASE

Contacts: Alexia Kammer
Office: (615) 880-4234
akammer@thecpt.org

Cassandra Gray
Office: ((615) 564-2172
cgray@nasba.org

**NASBA CENTER FOR THE PUBLIC TRUST LAUNCHES
ETHICS CERTIFICATION FOR BUSINESS PROFESSIONALS**

CPT develops interactive, online ethics training for business professionals across all disciplines.

NASHVILLE, TENN. (April 26, 2016)—The NASBA Center for the Public Trust (CPT) announces the launch of its Ethical Leadership Training and Certification for business professionals. This online, self-paced and interactive program consists of three training modules that discuss ethical culture, leadership and strategy. Each of the three modules is interspersed with dynamic videos, real world ethical dilemmas discussed by subject matter experts, as well as quizzes to gauge the participant’s understanding. Participants can take the modules individually, or as whole, to earn the ethical leadership certification.

Since 2005, the CPT has encouraged leaders to support ethical business practices, by conducting a variety of collegiate and professional programs including the Student Ethical Leadership Certification, launched in 2014. The success of the student certification led the CPT to pursue the development of a certification for business professionals. “Ethical decision-making is one of the most important components of sustained business success,” said CPT President Alfonzo Alexander. “This training and certification program is designed to help employees recognize ethical issues, resolve ethical dilemmas and create an atmosphere that promotes positive ethical behavior in organizations. At the end of the program, users will have a clear understanding of why ethical leadership is important to both business and career success,” he added.

Based on best practices from successful organizations as well as common corporate weaknesses, culture, leadership and strategy serve as the overarching themes discussed throughout the certification. After completing the Culture Matters module, participants should understand, among other comprehensive topics, how and why ethical leadership should occur at any level of employment, why ethical leadership is critical to business and personal success, and the benefits of cultivating ethical leadership. Upon completing the Leadership module, participants should understand how each employee has a role in shaping ethical cultures, leadership styles and power structures, as well as strategies for maintaining and monitoring ethical cultures. Following completion of the Strategy Matters module, participants should understand how to develop effective ethics programs, strategies for communicating ethical values to employees, and strategies for responding to ethical crisis situations, among others.

The development of this training was possible through a three-way partnership between the CPT, Savant Learning Systems, and Drs. O.C. and Linda Ferrell, renowned business ethics professors and consultants.

To view a program demo, [CLICK HERE](#). For more information on the certification, contact:

Alexia Kammer
akammer@thecpt.org
(615) 880-4234

To learn more about the NASBA Center for the Public Trust (CPT), visit: thecpt.org.

About NASBA Center for the Public Trust

The NASBA Center for the Public Trust (CPT) is a non-profit organization whose mission is to champion the public trust by advancing ethical leadership in business, institutions and organizations. www.thecpt.org.

###