

# Business Ethics to Create a Responsible Workplace

**How to tackle everyday business decisions  
to protect your organization's reputation**

**In one information-packed day, you'll learn how to:**

- Encourage open and honest workplace discussions about ethics
- Set an example with follow-the-leader behaviors that all managers and supervisors should be following
- Include ethics as part of your company's performance appraisal system
- Develop, implement and enforce a written ethics policy
- Understand how ethics should impact your organization's customer service — both internal and external
- Recognize that ethics go far beyond what's legally required
- Ensure your mission statement includes references to your organization's commitment to better business ethics
- Structure interview questions to uncover unethical tendencies in applicants
- React rationally to a person whose personal beliefs conflict with your organization's ethics policies
- And much, much more!

**Improve your organization's credibility and reputation with better business ethics in the workplace.**

**ENROLL TODAY!**



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CareerTrack  
P.O. Box 219468  
Kansas City, MO  
64121-9468

# Solid Business Ethics

## Equals a Spotless Reputation

Your organization's reputation is based on the work you produce and the public face you present, in other words — your credibility. Don't damage your company's image by practicing poor ethics! If you establish an ethical foundation for your business, you'll reap the rewards of improved teamwork, positive employee morale, lower levels of stress and a stronger public image.

Not exactly sure where to start when it comes to business ethics? It's defined as the branch of ethics that examines rules and principles within a commercial context. In short, there are many moral problems that can come up in a business setting, and you need to ensure your employees are **DOING THE RIGHT THING**.

In this one-day seminar, you'll learn that business ethics isn't the oxymoron much of the industry has made it out to be. You'll see how this set of moral guidelines will boost your organization's image and help you avoid unethical situations that can result in legal scrutiny, negative public attention and employee discontent.

### How Does Your Office Operate?

**Are your employees and coworkers using excuses like ...**

- "They did it, so I thought it was okay."
- "I just had to fib a little to get what we want."
- "My supervisor told me to do it."
- "It's not actually illegal."

**When they should be guided by a code of ethics that states ...**

- "Outstanding ethical behavior will be rewarded in performance reviews."
- "All internal and external relationships will be handled ethically."
- "Unethical acts are grounds for termination."
- "Everyone is entitled to an ethical working environment."

Make sure your employees are clear about what your organization's ethics policy includes to ensure everyone stays out of legal trouble and enjoys a better working environment.

### Consider a Code of Ethics

Create a moral compass for your organization and put an end to difficult employees' questionable excuses and stretched justifications. In this seminar, we'll help you develop a policy that works for your organization and ensures you don't skip any key steps, such as ...

- How to integrate your new code of ethics
- What relevant laws and regulations need to be considered
- How often you need to review and update your policies

With the valuable tips and solid advice you'll gain at **Business Ethics to Create a Responsible Workplace**, you'll come away

with real solutions for making your workplace a better organization for your employees and customers.

### What Would YOU Do?

- A vendor offers you and your family an all-expense-paid vacation. By accepting the offer, he will expect you to buy their product. Your company does not have a policy about this. Is it ethical to accept?
- Three years after hiring a stellar employee, you find out that he told a significant lie about his education, the main reason you hired him. He has done a great job. What do you do?
- You find out that your top sales person has been lying about the accounts he is visiting. His sales are good, but his reports have been falsified. What do you do?

## Learn from Others' Mistakes

We'll look at some real-life ethics-related cases throughout the day, identifying what went wrong and what they should have done to prevent the lawsuits.

Don't let your organization end up in court. Enroll in this one-day seminar, and ensure you have a code of ethics that is legally and morally sound.

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# Areas Most Susceptible to Ethics Violations

Many organizations don't recognize a problem until it's too late. Beef up potentially vulnerable processes in these key areas to keep your organization and its employees from unintentionally violating the law:

1. Accounting and financial standards
2. Advertising, marketing and sales
3. Business intelligence
4. Corporate governance
5. Employee rights
6. Environmental issues
7. Social Media

At this insightful seminar, you'll discover simple checks you can put in place to avoid ethical dilemmas and legal consequences.

## Help shape your organization's reputation by learning ...

- Interview questions to uncover unethical tendencies in applicants
- How business ethics goes beyond what's required by law
- How to include ethics as part of your company's performance appraisal system
- And so much more!

## Who Should Attend?

***Business Ethics to Create a Responsible Workplace*** is perfect for ...

- CEOs and CFOs
- Human Resources personnel
- Department managers and supervisors
- Team leaders
- And anyone who wants to ensure and maintain their organization's legal compliance and moral integrity!

# Business Ethics to Create a Responsible Workplace

## SEMINAR AGENDA

### 1 History

- Ethics vs. legal — which principles have been translated into law and which ones haven't, but should still be recognized
- Corporate governance
- Examples of ethical breakdowns, and how they've caused the creation of regulations

### 2 Overview

- Practical guidelines for ethical conduct in the workplace and how to ensure they're being followed
- A responsible business checklist that your entire organization should be utilizing

### 3 Corporate Ethics Areas

- Finance
- Human resources
- Sales and marketing
- Property
- Intellectual property

### 4 Ethics in Practice

- The importance of alignment
- How to put the right people in the right places — some employees make better role models for your organization than others
- Ways to encourage employees to follow standards, such as incentives during performance reviews
- How to deal with mistakes and ensure they don't happen again
- Effective policies and procedures that will boost productivity and give you peace of mind

### 5 Ethics and Social Media

- The fine line between employees' personal and public social media activity
- How transparent your organization must be about its messaging
- How to protect your company's intellectual property
- The rights and responsibilities of non-employees who engage with your social media

### 6 Responsible Business Conduct Through Ethical Relationships

- Shareholders and owners
- Government officials
- Private sector
- Voluntary action

### 7 Code of Ethics Implementation

- The decision-making model
- How to build a business ethics infrastructure
- An outline of a code of conduct, and how you should adapt it to your organization
- Code of ethics development — from brainstorming and writing to implementation and maintenance, we'll walk you through the entire creation process!

# Having an Ethical Dilemma?

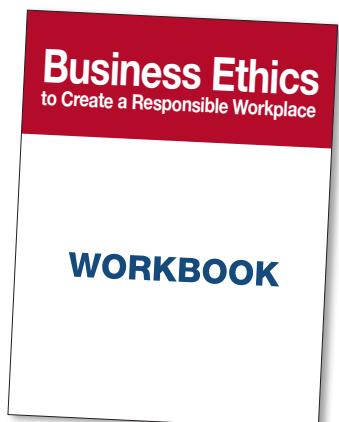
## Ask yourself these six questions:

- |   |                           |                          |
|---|---------------------------|--------------------------|
| 1. Do I have sufficient information to make an informed decision?                 | <input type="radio"/> Yes | <input type="radio"/> No |
| 2. Have I anticipated the consequences of my decision?                            | <input type="radio"/> Yes | <input type="radio"/> No |
| 3. Have I considered how the decision affects other people?                       | <input type="radio"/> Yes | <input type="radio"/> No |
| 4. Is the decision fair to all parties involved?                                  | <input type="radio"/> Yes | <input type="radio"/> No |
| 5. Is everyone affected either informed or a part of the decision?                | <input type="radio"/> Yes | <input type="radio"/> No |
| 6. If this were someone else's action, would I appreciate how it would affect me? | <input type="radio"/> Yes | <input type="radio"/> No |
|   | <b>Ethical</b>            | <b>Unethical</b>         |

Business can be complicated, but if you paused for even one second on any of these questions, then you need to enroll in **Business Ethics to Create a Responsible Workplace** today. You'll learn to stand firm when it comes to touchy issues — and you'll see positive results and gain respect because of it!

## A free workbook for every participant

Your tuition includes a detailed course workbook that highlights pertinent information, freeing you to listen and learn more. The workbook offers specific tips, techniques and ideas you'll use to enhance your business ethics knowledge. After the seminar, reference it time and time again, to recall key points, validate opinions and address specific problems.



## GUARANTEED RESULTS!

All of our seminars are 100% SATISFACTION GUARANTEED! We're confident that this seminar will provide you with the knowledge and guidelines to keep your work environment ethically compliant. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free!*



### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

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From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

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We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

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Onsite Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

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1-800-944-8503 today!**

# Registration Information

**Enroll Today!** Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

### Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

#### Please Note:

- You will be notified by e-mail, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

### Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

### Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

### Continuing Education Units (CEUs)

CareerTrack offers Continuing Education Credits that are based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

### Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

### Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.



EXPRESS CODE

**916742**

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- **Call** 1-800-556-2998

- **Fax** to 913-967-8849
- **Mail** your registration

**1**  **Yes!** I want to ensure my organization's ethical compliance; enroll me today!

Group Discounts available; see page 6 for details.

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label.

VIP - - - - - ( IF AVAILABLE )

### **3 ORGANIZATION INFORMATION**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name  Mr.  Ms. \_\_\_\_\_Job Title: \_\_\_\_\_  Business  Home

Email Address: \_\_\_\_\_

### **4 QUICK CONFIRMATION**

 Please email or fax my confirmation to me within 48 hours.

My email address or fax is: \_\_\_\_\_

### **5 NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name  
 Mr.  Ms. \_\_\_\_\_Job Title \_\_\_\_\_ City Event # \_\_\_\_\_  
# | | | | | | | |Email Address \_\_\_\_\_  Business  Home#2 Attendee's Name  
 Mr.  Ms. \_\_\_\_\_Job Title \_\_\_\_\_ City Event # \_\_\_\_\_  
# | | | | | | | |Email Address \_\_\_\_\_  Business  Home

### **6 METHOD OF PAYMENT** (Payment is due before the program.) Please make

checks payable to CareerTrack and return form to: P.O. Box 219468, Kansas City, MO

64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%); Honolulu 4.712%, South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).

Total amount due: \$ \_\_\_\_\_

 Check # \_\_\_\_\_ (payable to **(CareerTrack)** is enclosed.) Bill my organization. Attn: \_\_\_\_\_ Purchase order # \_\_\_\_\_ is enclosed.  
(Attach purchase order to completed registration form.) Charge to:  AmEx  Discover  MC  Visa

MO. | | | EXPIRATION DATE

CARD NUMBER | | | | | | | | | | | | | | | | | | | |

Card Holder's Name \_\_\_\_\_

Tax-Exempt # \_\_\_\_\_

Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

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a division of Pryor Learning

To update your contact information, see page 6.

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A ONE-DAY SEMINAR

# Business Ethics

## to Create a Responsible Workplace

How to tackle everyday business decisions  
to protect your organization's reputation

Improve your  
organization's credibility  
and reputation with  
better business ethics  
in the workplace!

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