

International Business Ethics – Two Day Programme

Introduction:

It is inevitable that the milestones in the 2007 – 2008 economic meltdown (including the fifth anniversary September 15, 2013 of Lehman Brothers' bankruptcy filing) trigger questions about what has been learned to avert future crises.

An avalanche of blame for the meltdown extended to investment banks, regulators, rating agencies, "synthetic financial instruments," failed leadership and faulty assumptions about how things are or should be. Former Federal Reserve Chairman Allen Greenspan was forced to acknowledge to a congressional committee in 2008 a flaw in his economic theory: the self-interest of lending institutions didn't protect shareholder equity.

In a situation so complex, with ongoing debate on whether the right systemic safeguards are being put in place and what else is needed, a central question is what leaders will do differently in our increasingly uncertain and unpredictable world.

Questionable business ethics hits the headlines again and again as company employees are charged under corruption or fraud legislation, quite often protesting their innocence that whatever transgression they were accused of was sanctioned within their remit.

So, what is business ethics?

Simply put, ethics involves learning what is right or wrong, and then doing the right thing -- but "the right thing" is not nearly as straightforward as conveyed in a great deal of business ethics literature. Most ethical dilemmas in the workplace are not simply a matter of "Should Bob steal from Jack?" or "Should Jack lie to his boss?" They are far more complex than that and will always have consequences and impact down the line.

The concept has come to mean various things to various people, but generally it's coming to know what is right or wrong in the workplace and doing what's right -- this is in regard to effects of products/services and in relationships with stakeholders.

- Ethics are **moral guidelines** which govern **good behaviour**
- So behaving ethically is **doing what is morally right**
- Behaving ethically in business is widely regarded as good business practice.

This course in Business Ethics examines:

- Why do organisations bother with ethical standards?
- Is business ethics the same as Corporate Social Responsibility?
- Is business ethics the same as compliance?

- Improve understanding of advanced business ethics!
- The relationship between ethics and personal responsibility

The course also examines areas that are too new, or too controversial, for society to agree on. Business ethics reflects the philosophy of business, one of whose aims is to determine the fundamental purposes of a company. If a company's purpose is to maximise shareholder returns, then sacrificing profits to other concerns is a violation of its fiduciary responsibility – where does this lie on the business ethics continuum?

Objectives:

The objectives of this two day course are to embed the principles of business ethics and to provide an understanding of:

<ul style="list-style-type: none"> • The ways of thinking about business ethics 	<ul style="list-style-type: none"> • The key content and possible formats for a code the elements of an effective corporate ethics programme
<ul style="list-style-type: none"> • The pressures on companies to have high ethical standards 	<ul style="list-style-type: none"> • Code of Conduct
<ul style="list-style-type: none"> • The business case for an ethics programme 	<ul style="list-style-type: none"> • Competitive Intelligence
<ul style="list-style-type: none"> • Current issues companies are facing 	<ul style="list-style-type: none"> • Conflicts of Interest
<ul style="list-style-type: none"> • How to identify and resolve ethical dilemmas 	<ul style="list-style-type: none"> • Confidential Information
<ul style="list-style-type: none"> • How organisations put ethical values into practice 	<ul style="list-style-type: none"> • Information Security
<ul style="list-style-type: none"> • How to embed ethical standards into the day to day working of an organisation 	<ul style="list-style-type: none"> • Data Privacy
<ul style="list-style-type: none"> • The governance of ethics programmes 	<ul style="list-style-type: none"> • Records Management
<ul style="list-style-type: none"> • Best practice in developing or reviewing a business ethics policy 	<ul style="list-style-type: none"> • Diversity
<ul style="list-style-type: none"> • The limitations of a code of ethics 	<ul style="list-style-type: none"> • Making Ethical Choices
<ul style="list-style-type: none"> • Using the IBE Illustrative Code of Business Ethics 	<ul style="list-style-type: none"> • Whistle blowing
	<ul style="list-style-type: none"> • Workplace Respect

Training Methodology:

The training methodology is highly interactive and participative with business case studies and role play; presentations and discussion groups, analysing and discussing real life dilemmas.

How Companies Benefit:

Among the many priorities organizational leaders face, ensuring long term survivability must be of paramount concern. Engaging in activities that will avoid corporate liability linked to business ethics is tantamount to achieving longevity within the business arena

Ethics training is one of the most important ways of implementing the systems and process ethics guidelines in an organisation. It will not be surprising to know that most good organisations place considerable emphasis on training employees on its expected ethical practices.

Introducing business ethics training will reduce the impact of becoming embroiled in an ethics litigation case, limit liabilities and limit the significant brand damage that can occur should an organisation's business ethics be brought into question or dispute.

Personal Impact:

The course focuses on not only ethics in the workplace, but also transferring those ethical principles to employees' personal beliefs. In this manner, professional ethics training can be long-lasting and practices go beyond the office.

Concentration in this ethics training course includes, but is not limited to, understanding how beliefs are formed and processes implemented or ignored, as well as the negative consequences of unethical behaviour. The ethics workshop can dramatically impact the productivity of your organisation.

Competencies Emphasised:

On completion of this course, participants will have developed competencies that will see them flourish in their careers and become valued employees. In particular they will:

- Develop the competency to identify and resolve ethical dilemmas
- Acquire the competency to put ethical values into practice
- Have the competency and confidence to embed ethical standards into their own and the day to day working of an organisation
- Develop the competency to design, present and implement an ethics programme



Who Should Attend?

The programme is designed for:

- Anyone interested in finding out about business ethics
- Legal departments and ethics practitioners who want to update their understanding or who are new to their roles
- Employees, particularly managers, wanting to understand how organisations can put ethical commitments into practice
- Those who have responsibility for producing and implementing an ethics policy
- Other professionals interested in the relationship between financial performance and ethics
- Senior managers/Board members requiring an understanding of ethics

Programme:

Day One:

- The ways of thinking about business ethics
- The pressures on companies to have high ethical standards
- The business case for an ethics programme
- Current issues companies are facing
- How to identify and resolve ethical dilemmas
- How organisations put ethical values into practice
- How to embed ethical standards into the day to day working of an organisation
- The governance of ethics programmes
- Best practice in developing or reviewing a business ethics policy
- The limitations of a code of ethics
- Using the IBE Illustrative Code of Business Ethics
- The key content and possible formats for a code the elements of an effective corporate ethics programme

Day Two

- Competitive Intelligence
- Conflicts of Interest
- Confidential Information
- Information Security
- Data Privacy
- Records Management
- Diversity
- Making Ethical Choices
- Whistle blowing
- Workplace Respect
- Adequate disclosures and effective decision making to achieve corporate objectives
- Transparency in business transactions
- Statutory and legal compliances
- Protection of shareholder interests
- Commitment to values and ethical conduct of business

Group Size:

This course is designed to accommodate between 16 and 20 delegates in order to get good group work participation, interesting and varied discussions and ensure that all delegates benefit from the course.

Language:

The course is delivered in English by a native English speaking instructor whose mother tongue is English

Client Evaluation:

Our training programmes are constantly evaluated over a range of criteria according to a scale ranging from below standard to excellent. We have achieved scores of 4.25 and 4.42 out of a maximum of 5 for our program topics and trainers over 516 employee evaluations.



Trainer's CV:

Biography Dr Marshall Potts

PhD - MSc - B.A M Inst LM – MCIPD – MIBC - MIMC - MIBE



Personal Profile – Member of the Institute of Business Ethics and Global Ethics Net Geneva

Marshall is an enthusiastic, experienced International Business Consultant and Management Development Specialist, who is stimulated by new situations. He has extensive experience of Human Resources Management, organisational and personal development with experience in the commercial and public sectors. He is an innovative person and a good communicator who is able to define and organise strategic management approaches and ideas into action plans and to develop and implement plans to improve organisational and personal performance and learning at all levels.

With a background in Personal and Business Psychology - Transformational Organisational Change - Leadership, Management Development and Learning, Marshall has the credibility to influence senior decision makers.

He has visited and worked in over 20 countries in the last 20 years.

Employment History

2007 to date

**Jasper Global Corporation
Chairman & CEO**

Marshall was the brain-child behind Jasper Global Corporation and has overseen the Company's ongoing evolution. He also undertakes training and consultancy in the Oil and Petrochemical, Financial Services, Food and Beverage, Leisure Hospitality and Tourism industries, the Health and Care Sector, Educational Organisations, with exposure to Industrial Manufacturing and Engineering and more recently he has worked with a number of public and private e-learning development specialists. Marshall's good grasp of modern international business, learning, leadership and management practice enables him to integrate this experience and intellectual awareness with in-depth understanding of the fast changing business environment.

Areas of expertise include:

- Business Consultancy, Management Development, Human Resources Management, Organisational and Personal Development, Time Management, Development Planning for Middle and Senior Managers, Training Systems Design, Coaching and Experiential Learning, Self-Development including assignments using an extensive array of personal self development and coaching tools, Senior Management and Leadership Qualifications Cognitive Competence, Leadership, Performance Management and Improvement. Communications Management,

Communications and Cultural Change, Language Acquisition Skills, Developmental Psychology and Cognitive Psychology, Practitioner in Transactional Analysis, Neuro-Linguistic Programming, Gestalt Theory of Perception.

Clients:

- Abu Dhabi Oil Company (UAE), National Refinery Company (Jordan), Egyptian General Petroleum (Egypt), Kuwait Investment Authority (Kuwait), KPC (Kuwait), KOC (Kuwait), Bahrain Oil Company (Bahrain), British Petroleum BP (UK), Saudi Aramco (Saudi Arabia), Petroleum Development Oman (Oman), Petronas (Malaysia), Libya Oil Corporation (Libya). Kuwait Investment Authority, Bank of Ghana.

Employers:

2004

**Institute of Leadership and Management
National Consultant**

Marshall was ILM's (the largest Management and Leadership Awarding Body in the UK) National Consultant for the Health and Care Sector (Contract), with a consultant role which required him to supply specialist advice on all aspects associated with providing Leadership and Management qualifications at all levels in this sector. This included helping larger organisations both in the public and private markets gain quality accreditation as a Leadership and Management Assessment Centre. This includes providing the specialist support and advice for senior management development programmes, middle management and supervisors. It required him to interface between organisations, qualification regulators and standards bodies responsible for regulating this sector.

2002-2004

**AJA UK
Executive Consultants**

As Executive Consultant, Marshall developed the idea of an international network of business consultants during the competitive times of the 1990s when a need was identified to bring together a group of like minded specialists in a collaborative and cost effective way that could provide a holistic and unparalleled level of service.

1991 to 2002

**University Hospitals of Leicester UHL
Head of Education Training & Development**

University Hospitals of Leicester NHS Trust is arguably one of the largest hospitals in the UK and employs 11000 staff with an operational budget of £500m. The organisation was a merger between three large hospitals in 2000 with an international reputation for the services provided. Marshall provided development opportunities and qualifications to a broad range of professional and non-professional staff, including delivering personal development to senior managers and clinicians (Doctors and Surgeons), nursing, clinical support and non-clinical staff in leadership and management disciplines. He was also an Assessor for the NHS Graduate Management Training Scheme.

1985 to 1991

**Hotel and Catering Training Board
Business Consultant**

Business Consultant specialising in the Food and Drink Leisure and Tourism Industries

1978 1985

**Nottingham Manufacturing
Head of Marketing and Business Growth**

Academic Qualifications

Marshall holds 25 different technical and academic qualifications including business, psychology, and in a range of professionally relevant disciplines.

Professional Membership and Affiliations

- Member of the British Psychological Society (MBPS)
- Member of the Chartered Institute for Personnel and Development (MCIPD)
- Member of the Institute of Leadership and Management
- Member of the Institute of Management Consultants (UK)
- Member of the Institute of Business Consultants (UK).
- Member of and Certified Practitioner in Brain Dominance and Whole Brain Training (HBDI)

