

Finding the Ethical Edge

Friday, March 23, 2012 The Skalny Welcome Center at St. John Fisher College

**Ethics becomes the real profit driver for your business
and value creator for your organization**

Through the philosophy of *Priority Thinking*[®], participants will learn how to achieve a uniquely powerful three-fold combination that:

- ♦ **Increases performance;**
- ♦ **Reduces risks; and**
- ♦ **Embeds ethical power into decision-making at every level of their organization.**



Curriculum

Learn and apply the following to your business or organization:

The QUESTION: What is Ethics in business and organizational life? No organization - for-profit, non-profit, governmental, military, municipal - can exist without an ethic to bind the group. Learn what your fellow participants believe ethics is. *Explore the fundamentals of ethics beyond right and wrong.*

LANGUAGE: Connect your words to ethical action. Language is essential to preserving what is good in your culture. The unsustainable contradictions that “greed is good” or “good is the enemy of great” are destructive to real ethics. Press the “reset button” on your language. *We give you a new and easily accessible language for making ethics real and effective to your people and performance.*

CHOICE: Freedom for, not from, excellence is the key to ethics. Learn how to encourage, embed and inspect for the right choices among your employees and leaders. *This course will give you practical priority frameworks to optimize effectiveness and ethics in your organization. You will also receive access to our EthicsPoll toolkit to survey your organization.*

PRIORITIZERS: Did you know that there are four primary types of prioritizers? This section of our program unlocks your natural know-how and provides you with accessible and high-impact language as well as a toolkit for inspecting and harmonizing good choices in your organization.

PRIORITIES: We all know that priorities are what we believe to be important, even urgent. Learn a different and more powerful way to think about priorities that ties excellence in human choice to performance and ethics. You will learn how to establish priority performance dashboards and appraisal systems.

Listen to a CEO who adopted this method and provides powerful testimony to the power of practicing sound priorities as the foundation for operational excellence. *See the Priority Performance Management process he implemented and remarkable story of going from despair to a 17% return on sales.*

This same course has been presented at MetLife, Veterans Administration, Grant Thornton, Mastercraft Boat Company, Bank of America and many other top-tier organizations as well as premier colleges and graduate business programs at the US Coast Guard Academy, Duke University, Massachusetts Institute of Technology and New York University.

Registration

Finding the Ethical Edge is offered on Friday, March 23, 2012 from 8:00 am to 5:00 pm at The Skalny Welcome Center, St. John Fisher College, 3690 East Ave., Rochester, NY 14618.

Course fee is \$195 per registrant. Lunch and snacks are included. Free parking next to The Skalny Center

Please register online at www.rochesterbusinessethics.com or by calling Rochester Area Business Ethics Foundation c/o The Rivers Organization at 585-586-6906.

Finding the Ethical Edge helped us clarify and solidify our understanding that an ethical workplace is caring about the individual, and caring enough to have appropriate processes and metrics in place. Processes and metrics allow people to know what is expected—what they are accountable for, how they contribute to the success of their company, and what they can count on in their environment.

Gary Domenico, President and CEO;
Ann Leonard, VP-Human Resources,
General Code

Attending the course gave us an opportunity to take theoretical ideas and apply them to our company's day-to-day practices. It also helped to provide us with a framework for making important strategic decisions that will impact our organization's culture and future. We continuously seek to engage in practices that reinforce our company's ability to be both competitive and ethical.

Anthony DiTucci, Project Manager
LECESSE Construction*

* 2010 recipient of the Rochester Business Ethics Award

Faculty

Peter DeMarco, Executive Coach & Ethics Educator, Priority Thinking®

Peter has extensive leadership experience in general management and in senior-level executive assignments in the United States and Mexico. He has leadership experience as a chief operating officer, division president, managing director, general manager, plant manager, manager of information technology, and quality engineer. He holds a BS from the United States Military Academy at West Point; an MS from the University of Southern California; an MS from the College of Engineering at the Rochester Institute of Technology; and an MBA from the Simon School of Business at the University of Rochester. He is also a certified Lean-Six Sigma Master Black Belt.

Dr. Pamela C. Smith, Healthcare Leader, Priority Thinking®

Dr. Smith serves as the healthcare practice leader at Priority Thinking®. She has over thirty years of professional experience and has held a variety of entrepreneurial and innovative positions in healthcare leadership, management, practice and academics, serving as a provider, educator, leader, mentor and consultant. She received her BS in Nursing and MS (as an Adult Nurse Practitioner) from the University of Rochester School of Nursing; and her doctorate in Leadership in Higher Education from the Margaret Warner Graduate School at the University of Rochester.

Mark Laniak, President and CEO of Excelsus Solutions (a Rochester 2011 Top 100 Company)

Mark has extensive experience in operations within the printing industry; he began his career in 1979 as a pressman. He founded his company in 2005 and has seen double-digit growth in sales and profits. An early adopter of the principles taught in this program, Mark will share the practical implications of this program to your performance, profits and building a culture of enduring excellence.

