KEYNOTE SPEECHES & WORKSHOPS

BY

BRUCE WEINSTEIN, PH.D.

THE ETHICS GUY®

Ethics Columnist for

Bloomberg Businessweek.com

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Keynote Speeches & Workshops
Bruce Weinstein, Ph.D.
The Ethics Guy® from

ETHICS * LEADERSHIP * MANAGEMENT

TITLES

1. **Ethical Intelligence™**: How Good People Make Great Things Happen
2. **Are You a Good Leader?** A Timeless Framework for Effective Leadership from BusinessWeek Online’s Ethics Guy
3. **The YouTube Test**: Today’s Platinum Standard for Deciding What to Do and Say
4. **An Evening with The Ethics Guy from Bloomberg BusinessWeek.com**
5. **Is It Profitable to be Ethical?** The Answer Will Surprise You!
7. **The Right Thing to Do**: How Successful Leaders Use Ethics at Work and Beyond
8. **How to Get a Good Night’s Sleep**: Finding Peace of Mind Through Honor, Integrity, and Compassion

Formats available:
- Keynote address
- Half day
- Full day
- Small-group and panel discussions
- Individual consultations on site or via phone or Skype
- Webinars
- Teleseminars

Benefits
Everyone who attends these sessions will:
- Have a renewed appreciation for the five principles of ethics
- Know how to apply these principles in everything they do
- Understand that no matter when a “What should I do?” problem arises, it is the same five principles that provide time-tested guidance
Style: Interactive

Meets the Criteria for These Categories of Presentations
- Ethics
- Leadership
- Motivation/Inspiration
- How to Flourish in Hard Times

What Makes These Presentations So Valuable?
- **Interactive and fun.** From the opening of the session to the very end, Dr. Weinstein keeps the audience involved in the material.
- **Limited PowerPoint!** Dr. Weinstein uses only a few images and very little text to illustrate the points he makes. Your group will thank you for this.
- **Rich with stories drawn from real life.** Dr. Weinstein explains each of the five principles by telling short, engaging stories.
- **Dr. Weinstein is a professional ethicist and an expert in leadership.** He has a Ph.D. in philosophy and ethics from one of the top schools in the country and is a graduate of one of the country’s most prestigious leadership programs, the W.K. Kellogg National Fellowship.
- **Accessible.** Dr. Weinstein takes difficult concepts and makes them intelligible to everyone.
- **Inspirational.** Your audience will want to be at their best by the end of the presentation—and they’ll know how to do so.
- **Continuing Education Credits** are available!

Learning Objectives
By the end of each session, participants will be able to:
1. Describe five time-tested principles for doing the right thing
2. Explain where these principles come from
3. Show how to apply these principles to a wide range of circumstances at work and beyond
Content

**Ethical Intelligence™: How Good People Make Great Things Happen**

The biggest misunderstanding about ethics is that its purpose is to turn crooks and con artists into decent human beings. What ethics is really about is helping good people make the right decisions. Yes, you are already a good person. But it’s also true that you can become a better one. This lively, interactive presentation shows to strengthen your business and personal relationships, make better decisions at work and home, promote positive word of mouth about your work, and ultimately feel better about yourself—all by applying five simple principles you already know.

**Are You a Good Leader? A Timeless Framework for Successful Leadership from BusinessWeek Online’s Ethics Guy**

At the heart of every crisis we face is a lack of leadership. What does it mean to be a good leader, and how can you be the best leader possible? Dr. Weinstein reveals that the secret of good leadership lies in five basic principles: Do No Harm, Make Things Better, Respect Others, Be Fair, and Be Compassionate. He shows how to apply these principles in a wide range of circumstances that your members face at work and beyond. He ends with a call to action that will everyone in the room inspired to tackle even the toughest challenges—and equipped with the tools for doing so.

**The YouTube Test: Today’s Platinum Standard for Deciding What to Do and Say**

There used to be a saying, “Don’t do anything you wouldn’t want to see as a headline in tomorrow’s newspaper.” But for these changing times, the best measurement for deciding how to act is what Dr. Bruce Weinstein, The Ethics Guy, calls “The YouTube Test”: If you did what you’re thinking of doing, how would you react if a video clip of it were posted on the Internet for all to see? It’s not just diamonds that are forever; the Internet is, too. We can no longer afford to have a cavalier attitude about what we say and do, so taking ethics seriously is more important than ever, as you’ll discover in this timely and fun presentation (portions of which are available on—yes—YouTube!).

**An Evening with The Ethics Guy from BusinessWeek.com**

Have a question for The Ethics Guy? Ask him yourself during this special session devoted exclusively to answering your questions about ethics at work and beyond. A rare opportunity and special treat for all!

**Is It Profitable to be Ethical? The Answer Will Surprise You**

In the struggle to remain financially solvent, unethical conduct is one of the best ways to profit—in the short term. As newsmakers prove over and over and again, however, it always comes back to haunt us. This timely presentation shows precisely how ethical conduct isn’t only good for its own sake—it’s also the best way to promote positive word of mouth, retain valuable clients, and find new business opportunities.
Lie, Cheat, and Steal Your Way to Success!  *A Code of Ethics for Today’s Tough Times—and What You Can Do About It*

To get ahead today, you have to put ethics aside, right? Actually, you’re more likely to prosper, even in these uncertain times, when you put ethics front and center in all that you do. This interactive session shows why taking the low road isn’t just the wrong thing to do, but it’s also bad for business—and bad for you. Dr. Weinstein shows how to apply the traditional principles of ethics at work and beyond by using examples specific to your group. He also tells short, engaging stories and uses clips from movies and TV shows. Not a boring ethics talk but a motivational, “rally-the-troops” engagement, this timely and inspirational session will be the highlight of your meeting.

The Right Thing to Do:  *How Successful Leaders Use Ethics at Work and Beyond*

Have we lost our bearings? It often seems that way. Here’s the solution: BusinessWeek.com’s Ethics Guy, Dr. Bruce Weinstein, will show your group that the secret to making the right decisions lies in five simple principles that have stood the test of time: Do No Harm, Make Things Better, Respect Others, Be Fair, and Be Compassionate. Using examples specific to the audience, Dr. Weinstein shows how these principles help you arrive at the right solution to any problem, no matter how difficult the problem may be. This is an ethics presentation your group won’t soon forget. Its upbeat message will leave you inspired to bring out the best in yourself and others.

How to Get a Good Night’s Sleep:  *Finding Peace of Mind Through Honor, Integrity, and Compassion*

“Why should we be ethical?” This is the question Dr. Weinstein has asked audiences across the country for the past 20 years. What do you think the most common response has been? “So I can get a good night’s sleep!” This timely—and interactive—presentation shows that doing the right thing is the surest way to minimize internal conflict and ultimately lead to a peaceful night’s sleep, night after night.
Bruce Weinstein, Ph.D., The Ethics Guy®, has a simple purpose in life: **he wants to enrich your appreciation of ethics in everyday life and help you make the best decisions possible.** He writes the column, “The Ethics Guy,” for Bloomberg BusinessWeek.com.

As a keynote speaker, Dr. Weinstein’s clients include Blue Cross/Blue Shield, National Football League, International Business Brokers Association, International Foundation of Employee Benefit Programs, Talecris Biotherapeutics, Society for Government Meeting Managers, the Eastern Michigan University College of Business, Help Desk International, state chapters of the National Assoc. of Corporate Directors, National Guard, Turnaround Management Assoc., and over 300 other leading groups.


He received a B.A. from Swarthmore College, a Ph.D. from Georgetown University, and a National Fellowship from the W.K. Kellogg Foundation in Battle Creek, Michigan. He lives in New York.
Quaker Oats used to have a slogan, “It’s the right thing to do.” The campaign implied that you might not want to eat oatmeal, but oatmeal is good for you, so you should eat it anyway. A lot of people view ethics this way: it’s something you should take seriously, but frankly you’d rather avoid it.

I have made it my life’s mission to correct this misunderstanding. In my keynote addresses, workshops, and seminars, I show that, yes, living ethically is the right thing to do. But it’s also true that your professional practice—and you--will be better off when you make ethics the foundation of everything you do.
See clips of Dr. Weinstein’s keynote address to 4,000 people:

See video testimonials on

Search: TheEthicsGuy
CLIENTS

Since 1989, Dr. Bruce Weinstein has presented keynote addresses, workshops, and seminars to over 300 leading companies, business schools, trade associations, athletic organizations, and military groups at the local, state, national, and international levels, including:

National Football League
Blue Cross/Blue Shield
International Foundation of
Employee Benefit Programs
Michigan Oil and Gas Association
West Virginia Roundtable
Talecris Biotherapeutics, Inc.
Johnson & Johnson/Vistakon
Healthcare Financial Management
Association (NJ)
State Bar of Nevada
State Bar of Ohio
State Bar of Idaho
State Bar of Missouri
National Association of Corporate
Directors (NJ)
American Association of
Collegiate Registrars and
Admissions Officers
Society for Government Meeting
Managers
Eastern Michigan University
College of Business
PharmCon, Inc.
Pri-Med Continuing Medical
Education
American Association of
Healthcare Administrative
Management
Mansfield University
U.S. National Guard (SC)
Indiana U. Kelley School of
Business
Swarthmore College
Association of Local Gov’t
Auditors
University of Erlangen, Germany

University of Jordan town, No.
Ireland
Help Desk International, Inc
Pocono Mountain Assoc. of
Realtors
SECURA Insurance Companies
Stewart Title Guaranty Co.
Society for Human Resource
Management (NY, CT, MN, MO)
State Bars of
Nevada, Missouri, and Idaho
American Pharmacists Association
Society of CPA’s (GA, MN)
Council of Alumni Association
Executives
Fraternity Executives Association
American College of Dentists
University of Memphis
American Society of Training &
Development (Chattanooga)
American Dietetic Assoc. (FL)
Nat’l Association of Flour
Distributors
National Grocery Association
Nat’l Assoc. of Credit Union
Supervisory and Auditing
Committees
Data Management Association
American Academy of Family
Physicians (FL, GA)
International Business Brokers
Association
Tufts University School of Dental
Medicine
National Independent Automobile
Dealers Association
MEDIA APPEARANCES (SAMPLE)

NBC
The Today Show
Weekend Today

ABC
Good Morning America
ABCDNews.com:
   The Quick Fix with JuJu Chang

CNN
Anderson Cooper 360
American Morning
Lou Dobbs Tonight
Reliable Sources
Live from the Newsroom

CNN Headline News
Glenn Beck
From the Newsroom
Showbiz Tonight

CNN International
Live
Richard Quest

ESPN
First Take

FOX News Channel
The O’Reilly Factor
Fox & Friends
Studio B with Shepard Smith
Your World with Neil Cavuto

FOX Business Network
Cavuto

CNBC
Fast Money
Capital Report
Squawk on the Street
Power Lunch

MSNBC
Live
Dr. Nancy
The Situation with Tucker Carlson
Coast to Coast with Ron Reagan and Monica Crowley

Bloomberg Television
Personal Finance

NPR
The Leonard Lopate Show
INTERVIEW CLIPS (Sample)
Click hyperlink or go to TheEthicsGuy.com

Is There a Right to Health Care?
Bruce Weinstein explains to anchor Stuart Varney why a compassionate society would provide health care to all, even if there is no right to such care.

Dating in the Workplace
BusinessWeek.com’s ethics columnist Dr. Bruce Weinstein explains the ethical issues raised by romance in the office.

Stalking Celebrities—What’s the Big Deal?
Do celebrities have a right to privacy? Bruce Weinstein of BusinessWeek.com debates the issue on NBC’s Today Show.
Mile-High Code for Air Flights

Do air travelers have ethical responsibilities to the crew—and to one another? BusinessWeek’s Bruce Weinstein explains why everyone wins when civil behavior rules the day.

Investigating Tabloid Journalism

Can the ends ever justify the means? BusinessWeek.com’s Bruce Weinstein debates the issue with Vanity Fair’s Michael Wolff.
TESTIMONIALS

Your presentation was wonderful, inspiring, and **will change the way I do business.**

*Stephen Sudovar*
Board of Directors
*Nabi Pharmaceuticals*

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Bruce Weinstein is a **dynamic speaker** and a dynamic media presence. When I was a television producer at Fox News, Bruce Weinstein was one of those people who made life easy. He went out of his way to fulfill our needs and go above and beyond what we expected. After finally seeing some of his keynote speech, it is obvious that Bruce does this no matter who he works with. Bruce's title might be "The Ethics Guy" but I like to think of him as "The Go-To Guy." If you are thinking of working with Bruce, do it now ... before he gets so hot that you can't get ahold of him.

*Jess Todtfeld*
President, Media Training Worldwide
Executive Producer, The Speaking Channel

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Bruce Weinstein’s ethics presentation was terrific! He gave us a **new way to think about ethics**—some clear, simple principles—and I couldn’t be more pleased or excited to have attended the session.

*John Levy*
CEO
*Board Advisory Services*

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Bruce conducted a presentation entitled, "Tough Choices-Ethics in Professional Sports" to the NFL Player Development Department, which proved to be **valuable and relevant.** Bruce was easy to work with and clearly has a deep and detailed knowledge of this subject area.

*Sara Hickman, Ph.D.*
Director, Player Assistance Services
*National Football League*
Bruce Weinstein has brought a refreshing air of reason and ethical argument to the public arena. It has been my pleasure to work with Bruce on presentations to college students, workshops to philosophy teachers, and as an informal editor on his most current book on ethics for pre-teens and teenagers. Bruce reminds us of the need to respect each other, of the need to care for each other, and the need to work in communities to build character. He reminds us, young and old alike, that thinking carefully is an ethical obligation and that "virtue" is not out of fashion. One need only listen to his insightful commentaries on CNN to understand how he encourages us to walk the talk, to have courage to do what we should rather than merely what we can. Bruce reminds us that no matter who we are—politician, CEO, teacher, student, laborer, banker, lawyer, family member—we owe it to ourselves and others to act rightly and to have right reasons to support our choices. What Bruce teaches us, in the manner in which Socrates engaged his students, is to examine our choices, and not only to not harm ourselves or others, but actively pursue doing good for ourselves and others. I most heartedly recommend that individuals listen carefully to his commentaries, read his articles in Business Week, and to talk with family members about his examples and principles for moral choice in a "modern" society.

Robert Timko, Ph.D.
Interim Dean of Arts & Sciences
Mansfield University of PA

Bruce is a great go-to guy on ethics! He has been a frequent guest on many of the Fox shows that I’ve produced over the years, and he always delivers! Highly recommended!

David Brown
Executive Producer, “The O’Reilly Factor” and “Fox & Friends”
ARE YOU A GOOD LEADER?
By Bruce Weinstein, PhD

"Never underestimate the other guy's greed." This isn't just a classic line from the 1983 Brian De Palma film, Scarface (written by Oliver Stone). It also reflects the attitude that has caused the economic disaster we're now clawing ourselves out of. Isn't it time for a new way of thinking?

I propose the following leadership guidelines for C-level executives, investment bankers, entrepreneurs, and everyone else whose decisions can affect the financial well being of other people.

1. WHAT'S GOOD FOR THE GANDER IS GOOD FOR THE GOOSE.
At a time when companies are slashing their labor forces and freezing salary increases, and when some employees are being asked to take lower-paying positions, it is deeply unethical for leaders to retain their sky-high compensation and to expect enormous bonuses. They should follow the example of Michael Kneeland, CEO of United Rentals, who recently asked for, and was given, a 20% pay cut. Let's hear more reports like this one.

2. KNOW YOUR PRODUCT.
According to a recent three-part story in The Wall Street Journal, the willingness of investors to buy and sell financial products whose complexity they didn't fully understand was one of the primary catalysts of the bust. From our current sober perspective, it seems unbelievable that self-identified experts could be involved in transactions with so much at stake and at the same time be ignorant about exactly what it is they were buying or selling, but this is what happened, and on a grand scale, no less.

Because money was being made in these deals, no one thought to question what was going on or had the strength of character to speak up about any suspicions. However, knowing your product isn't a nicety of doing business. It is an ethical obligation—to your company, your clients, and yourself.

3. WINNING (AT ALL COSTS) IS FOR LOSERS.
Most of us were taught that we should treat people the way we'd like to be treated ourselves. However, too many business leaders have failed to take this seriously. Instead, the guideline seems to be, "Get all you can by any means necessary." Look at credit-card companies that charge exorbitant interest rates, changing customers' fees without telling...
them why. These companies defend such practices on the grounds that they will lose their competitive edge if they don't play hardball.

This kind of leadership is shortsighted, unfair, and ultimately bad for business, since the consequences will be more federal regulation and oversight. Good leaders know that if they don't regulate their businesses themselves, someone else will.

4. TELL THE TRUTH.
A leader has an ethical obligation to be honest with stakeholders about issues that directly concern them. One of these issues is the leader's own health. Consider the recent 10% drop in Apple stock after CEO Steve Jobs announced that he was taking a five-month medical leave of absence. Because Jobs battled pancreatic cancer several years ago, there was speculation that his cancer had returned, even though Jobs had announced earlier that he was merely suffering from a "hormone imbalance." While stockholders may have punished Jobs for his announcement, he did the right thing in saying he was taking a leave for medical reasons. There is no shame in being ill, and true leadership involves being forthcoming about one's illness—and anything else that can affect the flourishing of the organization.

5. PREVENT HARM.
When you can reasonably foresee that a decision is likely to hurt people and you make that decision anyway, you're being both irresponsible and stupid. For example, subprime mortgage lenders and brokers who lend money to people likely to default are enriching themselves at the expense of the rest of us, since the federal government may be called upon for financial rescue.

What such predators don't realize is that in the long run, their practices will come back to haunt them in the form of bankruptcy filings, bad PR, and perhaps even prison time for the worst offenders. The good leader recognizes that preventing harm to clients and company alike is both an ethical responsibility and a wise business policy.

6. DON'T EXPLOIT.
It is easy to take advantage of a situation for financial gain, but doing so isn't consistent with good leadership. After Hurricane Ike hit last year, the wholesale price of gasoline shot up, which was nothing more than price gouging.

In the short run, companies that exploited a natural tragedy may have profited financially, but the long-term negative consequences are real and significant: In New York State, for example, more than a dozen companies were fined more than $60,000 for unfair business practices following Hurricane Katrina. Of course, the reason to do the right thing is simply because it is the right thing to do. But it is also true that taking the low road can be harmful professionally and personally.

7. DON'T MAKE PROMISES YOU CAN'T KEEP....
…and keep the promises you make. There are rare circumstances in which we not only have a right but an ethical obligation to break a promise, but generally speaking, we have a strong duty to be true to our word. This is, after all, one of the primary ways that
we show our respect to people. Recall that last March, Dr Pepper said it would give out free cans of soda to "everyone in America" if Chinese Democracy, the long-overdue album from Guns 'n' Roses, came out by the end of the year. When Axl Rose surprised the music world by releasing the album in November, the beverage company was unable to deliver soft drinks to everyone who wanted one (Whether it's ethical for a band that has only one of its original members to call itself "Guns 'n' Roses" is another matter.)

Good leaders are careful to make only those promises they are likely to keep and keep the promises they do make. When they are unable to keep those promises, they own up to it, which brings us to the next rule of good leadership:

8. TAKE RESPONSIBILITY FOR YOUR MISTAKES.

Transparency and accountability should be the new buzzwords. This means, in part, that business leaders who make mistakes should apologize to those they have let down and do whatever is necessary to make amends. In the wake of the toy industry's lead-paint scare in 2007, Mattel CEO Robert Eckert took the high road and told a Senate subcommittee that the company failed "by not closely overseeing subcontractors in China whose toys didn't meet U.S. safety standards," and that Mattel was working with the Consumer Product Safety Commission to ensure that these products would be safer. It must have been extraordinarily difficult for Eckert to apologize publicly, but by finding the courage to do so, he demonstrated ethical leadership.

9. PEOPLE, NOT PROFITS.

We often recite—incorrectly—President Calvin Coolidge's statement, "The business of America is business." (What he actually said was, "The chief business of the American people is business.") But far more important is what followed that statement: "Of course the accumulation of wealth cannot be justified as the chief end of existence." Coolidge's policies are often blamed for bringing about the Great Depression, but if enough people had heeded the latter statement, perhaps our history would have been different. Money has no intrinsic value; it is good only for what it can get us. For the good leader, this means that the ultimate goal in business—and life—is not hoarding riches but making things better for all, especially the neediest.

10. BE KIND, NOT KING.

The relentless quest to be No.1 can blind us to what's really valuable in life: being a decent human being. Yes, good leaders are enthusiastically devoted to accomplishing their mission, but this pursuit cannot be at the expense of the well being of others. For example, leaders with the unenviable task of letting people go will avoid taking the easy way out. No one likes being the bearer of bad news, but the good leader does so with the dignity that leadership of the highest order demands.

BONUS RULE: YOU ARE NOT YOUR CAREER.

It's admirable to be passionate about your job, but passion can easily become obsession, and that's where the danger starts. When your life's work becomes your life, it is time to take a step back and reevaluate your priorities. I've already shown why you ought to take vacations and stay home when you're sick. More critical than either of these is
recognizing what's really important in life—and it's not your career, no matter how satisfying that may be. Good leaders not only make room for family, friends, and spirituality; they know these are the things that truly make life worth living.

It should be obvious by now that the above rules apply not just to those in the financial sector but to everyone else, too. They are, after all, based on the five fundamental principles of ethics: Do No Harm, Make Things Better, Respect Others, Be Fair, and Be Loving. As Peter Drucker pointed out, it is not enough to do things right; we must also do the right things. The good leader today is concerned not only with getting from A to B, but with deciding whether B is worth getting to in the first place.

ABOUT THE AUTHOR
Dr. Bruce Weinstein, The Ethics Guy, has a simple purpose in life: he wants to help you make the right decisions. He writes the ethics column for BusinessWeek Online, appears as an ethics analyst on national television, and is the author of *Is It Still Cheating If I Don’t Get Caught?* (Macmillan/Roaring Brook Press).