



Bell Oaks Business Forum:  
***Cultivating Business Ethics with Dr. Paul J. Voss***

March 20, 2008  
7:30 – 10 a.m.

The Ashford Club  
5565 Glenridge Connector, Suite 100  
Atlanta, Georgia 30342

We are delighted to have this forum led by Dr. Paul J. Voss of Ethikos. Dr. Voss is an Associate Professor of Literature at Georgia State University, and is an award-winning teacher, gifted public speaker, and published author. He lectures nationally and internationally throughout the year on a wide variety of topics, including ethics, leadership, Shakespeare, the Renaissance, marriage, and family. He is currently working on a new book about Machiavelli, business ethics, and leadership. Dr. Voss, his wife Mary, and their five children live in Atlanta.

Ethikos employs a unique approach to the study and implementation of a code of ethics in corporate America. The humanities—those products of the human mind designed to ask the most profound of questions—are uniquely placed to foster a discussion about the proper role of ethics and ethical behavior. Ethikos harvests the collective wisdom of philosophy, literature, history, and political science to present seminars, lectures, and work sessions designed specifically for corporate America, lawyers, physicians, engineers, politicians, civil servants, and business professionals.

With corporate scandals in the headlines each day, we need to embark upon a national discussion of ethics and the ethical life. Ethikos seeks to begin that discussion by exploring the collective wisdom of the previous 2500 years. Given this rich body of knowledge, Ethikos' programs will animate this crucial topic for the benefit of your company.

The ethical life must move from theory to practice. First, one must consider great ethical ideas and examine the nature and activity of ethics. Then one must implement, act according to, and continuously reinforce that knowledge in practice, and through coaching and mentoring. Ethikos' programs can not only begin a corporate conversation, but also help create and continue a consciousness of ethical means, and the practice of ethical behavior by examining concrete ways to act ethically and apply the knowledge gained to personal practices and business relationships.

Ethikos desires to assist small and large businesses in beginning a conversation about ethics and ethical behavior. Within those conversations, profound questions are asked which demand equally profound answers. The current ends-justified-means business environment provides the reason for those discussions. Ethikos helps provide a forum, references, and a vocabulary for those discussions, as well as time-proven gauges to measure decisions, progress, and results.

[www.ethikos.com](http://www.ethikos.com)  
(404) 797-8908



## **Ethikos Seminar Objectives For Senior Leadership Team**

Upon completion of the seminar, participants will . . .

- Have a clear understanding of internal and external drivers for ethics and compliance in the railroad industry
- Explore the emerging “paradigm shift” and latest thinking on the topic
- Define the terms “corporate social responsibility” and “sustained development”
- Review current and high-profile ethical lapses
- Review the business case and ROI for any ethics initiative
- Examine the case for and against Machiavelli (expediency and efficiency)
- Consider alternatives to Machiavelli
- Implement an ethical vocabulary and framework to solve ethical dilemmas
- Solve/write case studies for each unit or division
- Conduct risk assessment and search for ethical hazards
- Find ways to move discussion to managers and front-line employees



**Ethikos Seminar Objectives**  
**For Managers and/or Front-line Employees**

Upon completion of the seminar, participants will . . .

- Understand the internal and external drivers (the “what’s in it for me” question)
- Review high-profile ethical lapses
- Consider questions of compliance and implementation at the ground level and front line
- Evaluate the role of Machiavelli in ethical decision making
- Seek alternatives to this model
- Conduct risk assessment and determine ethical hazard
- Write case studies for specialized areas (operations, administration, sales, legal, HR, etc.)
- Solve the case studies using the new vocabulary and framework; consider the various solutions to ethical problems; engage in critical thinking exercises



**Sample Sheet Ethics Training Seminar  
20 March 2008  
Anonymous Assessment Form**

1. Have you ever faced an Ethical Dilemma while working at your company?
2. Did Your Company’s Leadership provide you with the necessary resources (e.g., handbooks, training, mentoring, guidelines, etc.) to assist with your questions or concerns?
3. Which of the Nine Variables does Your Company Culture successfully promote and support?
4. Which of the Nine Variables does the Company Culture need to promote and support more fully?
5. On a scale of 1-10 please rate the difficulty (with 10 being the most difficult) and frequency of occurrence (with 10 being most common) for each Case Study:

	Degree of Difficulty	Frequency of Occurrence
Case 1	_____	_____
Case 2	_____	_____
Case 3	_____	_____
Case 4	_____	_____

Thank you for your participation; your opinion matters to our culture.

Other comments and suggestions: