

**Wednesday, Sept. 27th, 2017 7:30 AM to Noon**

**Richard E. Winter Student Center, Canisius College**

**Guaranteed to be the best ethics learning event you have ever attended!**

**About the Program:**

*Finding the Ethical Edge* is a half-day course presented by the Buffalo Niagara Business Ethics Association in partnership with Priority Thinking® (a leadership coaching, organizational consulting and ethics education company) to help organizations activate their full potential by creating a strong ethical culture.

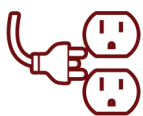
*Finding the Ethical Edge* explores the nature of ethics in the conduct of business like you have never experienced. Learn how the power of sound priorities can help leaders and their teams substantially improve your culture, employee conduct and decision-making at every level of your organization.



**Increase  
Performance**



**Reduce  
Risk**



**Embed Ethical  
Power**

**Benefits:**

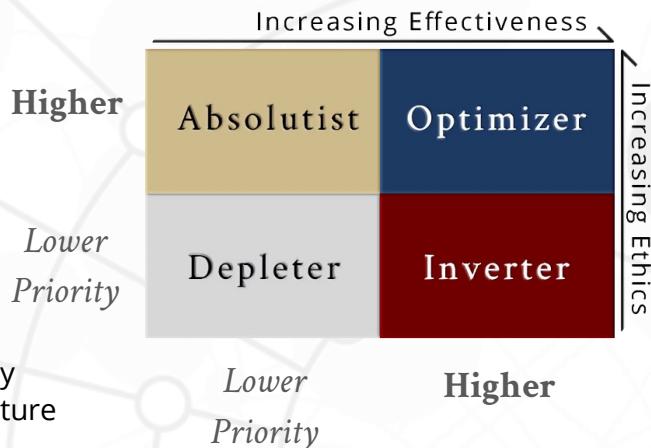
You will leave this program with practical knowledge and real tools to help you and your organization...

- ◇ INCREASE PERFORMANCE by optimizing the choices being made across the competing goods your organization must execute upon if you are to produce goods and services at a sustainable profit.
- ◇ REDUCE RISKS while generating the best results possible by understanding the impact of leader and employee choices on the risk profile of your team and organization.
- ◇ EMBED ETHICAL POWER into decision making at every level of your organization through habits of excellence that help employees recognize, learn, practice and keep sound priorities.

You will leave this session with the ability to immediately apply the concepts and principles to improve the effectiveness and ethics at work. You can even apply the principles from this program at home!

**What you will experience and learn:**

- 1) Four critical elements to ethical decision making.
- 2) The nature of a priority and how to activate the power of practical sound priorities in your organization.
- 3) The four types of prioritizers and their associated ethical powers and dangers.
- 4) Applying the concepts to real situations / scenarios.
- 5) The three primary types of priorities and how to properly align and practice these priorities to strengthen your culture for sustained performance.
- 6) Interactive polling to see what your fellow participants think and believe about ethics in the conduct of business and organizational life.



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**Come experience the power of Priority Thinking!**

### **Learning Tools:**

*Pre-Event readings and surveys will prepare you for the program; Class Materials will provide you with tools you can immediately use; and Post-Learning Reminders and surveys will help you and your teams to apply and reinforce the concepts learned.*



### **Who Should Attend?**

Senior executives, managers, supervisors, frontline employees, and anyone who wants to strengthen ethical practices in organizations throughout WNY.

### **About the Presenters:**



**Peter C. DeMarco**, is an executive coach, organizational consultant and ethics educator with 36 years of leadership experience, including C-level roles, running businesses in the U.S. and Mexico. He is author of the bi-weekly column, **Leader Time®** seen on Forbes.com and BizJournals.com, and the forthcoming book, *The Good Will Leader*. Peter is also an adjunct professor of ethics and a guest lecturer on ethics and crisis leadership at the Fuqua School of Business at Duke University and other top MBA programs.



**Alan Ziegler** is President and CEO of Futures Funding Corporation and has been involved in the sales and service of employee benefit plans for over 30 years. He is also the founder and President of the Rochester Area Business Ethics Foundation. RABEF sponsors the annual ETHIE award to businesses that exhibit high ethical cultures as well as a variety of other educational programs and seminars.

**Check the website [bnbea.org](http://bnbea.org) for updates or call 854.5034 for more information.**