



DATES

Tuesday, August 5
to Thursday, August 7

LOCATION

Bentley Campus
Waltham, Massachusetts

August 5 to 7, 2008

VALUES-INTEGRATED BUSINESS:
A Program in Transformational Leadership

The Center for Business Ethics at Bentley College
and The Saltwater Institute present a partnership with a purpose:

A THREE-DAY INTENSIVE PROGRAM

of guided values exploration and ethical skills development



The SALTWATER Institute

VALUES-INTEGRATED BUSINESS: A Program in Transformational Leadership

The Center for Business Ethics and The Saltwater Institute invite you to a unique program that explores a values-integrated business model and best practices in business ethics. Participants learn to draw on the strength of their deeply held values as the foundation for a business strategy that is ethical and financially successful.

Take a personal journey to discover and understand your own values, and to gain insight on ethics for building a stronger, more meaningful business. This program:

- Offers leaders a view of governance, management and communication through the lens of values
- Provides a values-integrated perspective that gives leaders a new way of collaborating for productive purposes
- Builds on values for strategic advantage and competitive differentiation
- Creates an environment of innovation for better performance and communication
- Helps to build enduring and bonding relationships among team members

FACULTY DIRECTORS



W. Michael Hoffman
*Executive Director,
Center for
Business Ethics*



Tom Chappell
*CEO and Co-founder,
Tom's of Maine*

PROGRAM OVERVIEW

Values-Integrated Business balances ethical theory with a guided exploration of values. The program incorporates facilitated discussions and small-group breakout sessions to help you make the transition toward a values-integrated business model.

Participants start the program by taking a deep look at their personal values and aspirations. They gain an in-depth grounding in the first three intentions of The Seven Intentions® of Values-Integrated Leadership Identity course developed by The Saltwater Institute.

Intention 1: Connect with Goodness

Draw on the value of goodness and learn to connect with it as a source of wisdom and strength

Intention 2: Know Thyself, Be Thyself

Become centered in a greater understanding of your own values, beliefs and giftedness

Intention 3: Envision Your Destiny

Determine how your gifts, beliefs and values correlate to a meaningful purpose in life and business

Reflect on how to bridge the multiplicity of values with the imperatives of business by:

- Learning how business ethics can help create a culture of integrity
- Investigating how business ethics can serve as a framework for integrating work and personal values
- Developing the skills to make wise decisions in the face of tough choices

Participants apply the learning to their current professional situation by working in small, intensive discussion groups.

The CENTER FOR BUSINESS ETHICS and THE SALTWATER INSTITUTE partnership is based on a shared commitment to foster the process of business transformation by embracing ethical values.

ABOUT THE SPONSORS

The Center for Business Ethics (CBE) at Bentley College (Waltham, Mass.) is one of the world's leading research and educational institutes in the field of business ethics. It is also among the oldest — established in 1976 by W. Michael Hoffman, when the field was in its infancy. For more than three decades, CBE has shown unsurpassed leadership in advancing knowledge, stimulating public discourse, and disseminating best practices among a global network of executives, ethics and compliance professionals, academics, researchers, and students of business. See www.bentley.edu/cbe for more information. Bentley is a leader in business education. Centered on education and research in business and related professions, Bentley blends the breadth and technological strength of a university with the values and student focus of a small college.

The Saltwater Institute (Kennebunk, Maine) was established in 1999 by Tom Chappell, the co-founder and CEO of Tom's of Maine. The Saltwater Institute is a nonprofit educational foundation that helps professionals be more intentional in practicing values-integrated leadership and building values-integrated organizations. Saltwater assists in identifying and integrating individual and organizational values, and in weaving those values into business strategy. Results are transformational, both in terms of individual leadership and organizational performance. More than 500 individuals have graduated from The Seven Intentions® program with a new understanding of how to lead with their values. See www.saltwater.org for more information.

The Center for Business Ethics and The Saltwater Institute are separate institutions with distinct histories and cultures, brought together by a common conviction that we can provide a unique program to business leaders who seek change through values and ethics.

WHO SHOULD ATTEND

Values-Integrated Business: A Program in Transformational Leadership is intended for those who seek a leadership role in creating values-integrated, ethically committed organizations.

- CEOs
- Senior executives
- Directors
- Leadership team members
- Corporate ethics and compliance officers
- Education leaders
- Consultants
- Government officials
- All professionals committed to a values-integrated business model

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REGISTRATION DEADLINE

Tuesday, July 22, 2008

PROGRAM FEE

\$2,700 USD

REGISTER ONLINE TODAY

Complete the online registration form at www.bentley.edu/cbe or download and fax the form to 781.891.2988. For more information, call the Center for Business Ethics at 781.891.2981 or e-mail program assistant Gail Sands at gsands@bentley.edu.


PAYMENT

The fee includes food services during the program, evening reception, event dinner, and materials. Payment must be received before the program starts. The program accepts Visa, MasterCard and Discover, or a check made payable to the Center for Business Ethics, Bentley College. Mail to: Center for Business Ethics, Bentley College, 175 Forest Street, Waltham, MA 02452-4705

ACCOMMODATIONS

Values-Integrated Business: A Program in Transformational Leadership takes place on the beautiful campus of Bentley College, located approximately 10 miles west of Boston's Logan International Airport. Special pricing for accommodations is available at area hotels. For more information, please call Gail Sands at the Center for Business Ethics at 781.891.2981 or e-mail gsands@bentley.edu.

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CENTER FOR BUSINESS ETHICS

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