

**“Lessons from Enron for All Organizations”**

**Professor Denis Collins, Edgewood College**

[dcollins@edgewood.edu](mailto:dcollins@edgewood.edu), 608-663-2878

<http://business.edgewood.edu/dcollins>

Enron imploded in late 2001, destroying a \$100 billion corporation. It is easy to paint Ken Lay and Jeff Skilling as villains. But perhaps they are simply a lot like the rest of us. Human beings tend to exaggerate their circumstances, whether they are mid-level managers in a medium-sized organization, owners of a small business, or Ken Lay, CEO of the seventh largest company in the world.

In this talk, Professor Denis Collins will discuss his latest book, *Behaving Badly: Ethical Lessons From Enron*. Enron’s sudden implosion initially began a decade earlier when executives began managing earnings to impress Wall Street investors. Small lies led to illegal financial reporting that not only ruined the company and the lives of its key executives and employees, but also led to major accounting reforms.

Professor Collins is a Professor of Business at Edgewood College in Madison, Wisconsin. He teaches in the areas of management and business ethics, and has authored several books and numerous scholarly articles. Professor Collins has won teaching awards for educating MBA students and business executives, inspiring them to implement the practical suggestions raised during group discussions.