

Workshop On
“Enron: What Would You Have Done?”
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Business ethics researchers have found that ethical organizations are more likely to have increased customer satisfaction and loyalty, higher employee morale and loyalty, less office politics and stress, less need for supervision, lower turnover, lower recruiting costs, and better quality products and service.

As a workshop facilitator or keynote speaker, Professor Denis Collins will share wisdom learned from his managerial experience and teaching and writing about business ethics for more than twenty years.

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 workshop, participants will learn how developing an ethical culture at work benefits an organization, explore an Enron business decision that had ethical ramifications, and apply an ethical decision making framework to think through another Enron business decision.

Professor Collins is a Professor of Business at Edgewood College in Madison, Wisconsin. He teaches in the areas of management, business strategy, leadership, and business ethics, and has authored three 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.