

Dear Sir or Madam,

I would welcome the opportunity to speak with your service organization, or serve as a workshop facilitator, regarding my soon to be published book, *Behaving Badly: Ethical Lessons from Enron*, or a related business ethics topic.

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 company, owners of a small business, or Ken Lay, CEO of the seventh-largest company in the world.

Behaving Badly is the first book to treat Enron's financial problems as complex business issues managers may face daily, often without recognizing them as ethical dilemmas. Key decisions are presented in real-time from several perspectives, including those of Ken Lay, Jeff Skilling, Andy Fastow, board members, auditors, lawyers, and investment bankers. The seemingly simple question readers are asked to consider is: What would you have done, had you been employed by, or doing business with, Enron?

The book also provides advice on how to create and sustain an ethical culture in any organization and offers a decision-making tool and framework that managers can use to intentionally steer their organizations away from the road Enron traveled.

Please contact me if you would be interested in an engaging and through-provoking discussion about Enron, the Enron trial, or a related business ethics topic.

Sincerely,

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