



# BREAKFAST SEMINAR SERIES

February 19, 2010

ISE /CHRMS  
Fairleigh Dickinson University  
285 Madison Avenue – M-MS1-05, Madison, NJ 07940  
Phone: (973) 443-8577, Fax: (973) 443-8506

## Giving Voice to Values:



### The "How" of Business Ethics

**Speaker:**  
**Mary Gentile, Ph.D.**  
Director,  
*Giving Voice to Values*

**GVV** is supported by Babson College and The Aspen Institute Business & Society. This Program was incubator and, along with Yale School of Management, founding partner for the program. Developed by Gentile, a veteran of Harvard Business School and pioneer in both ethics and diversity management curriculum, GVV is now being piloted in over 100 educational and executive settings. *Giving Voice to Values* holds the promise to transform the foundational assumptions upon which the teaching of business ethics is based, and importantly, to equip future business leaders to not only know what is right — but how to make it happen.

**Mary C. Gentile, Ph.D.** is Director of *Giving Voice to Values* ([www.GivingVoiceToValues.org](http://www.GivingVoiceToValues.org)), a pioneering curriculum for values-driven leadership having over 100 pilot sites globally which has been featured in *New York Times*, *Financial Times* and *Harvard Business Review*. Gentile, faculty at Babson College and educational consultant, was previously at Harvard Business School. She holds a Ph.D. from State University of New York-Buffalo.

Gentile's publications include: *Giving Voice to Values* (forthcoming from Yale University Press 2010); "Keeping your Colleagues Honest" (forthcoming in *Harvard Business Review*); *Can Ethics Be Taught? Perspectives, Challenges, and Approaches at Harvard Business School* (with Thomas Piper & Sharon Parks); *Differences That Work: Organizational Excellence through Diversity; Managerial Excellence Through Diversity: Text and Cases*, as well as cases and additional articles in *Academy of Management Learning and Education*, *Harvard Business Review*, *Risk Management*, *CFO*, *BizEd*, *Strategy+Business*, etc. Gentile was Content Expert for the award-winning CD-ROM, *Managing Across Differences*

### Presentation Highlights

Dr. Gentile will share a ground-breaking approach, **GIVING VOICE TO VALUES (GVV)**, which prepares business managers and leaders for values-driven decision making. Drawing on both the actual experience of business practitioners as well as cutting-edge research, this approach fills a critical gap in our understanding of how to enable ethical practice.

Her presentation on the GVV approach will include:

- A focus on **HOW** a manager raises values-based issues in an effective manner
- Positive **EXAMPLES** of when people have found ways to voice their values in the workplace
- The importance of **SELF-ASSESSMENT** to align one's individual sense of purpose and that of the organization
- Opportunities to **PRACTICE** responses to typical reasons for not acting on one's values and how to give peer feedback.

**Friday, February 19, 2010**  
**7:30 to 9:30 a.m.**

#### Lenfell Hall

Hennessy Hall (The Mansion)

Fairleigh Dickinson University  
College at Florham, Madison, NJ

#### Register by 2/15/10:

[www.fdu.edu/ise](http://www.fdu.edu/ise), "ISE Breakfast Series"

or

**Call:** 973.443.8577

**Fax:** 973.443.8506

**Fee:** \$40\* (\$25 non-profits)

\*This charge does not apply to FDU faculty, administration, matriculated students, current employees of ISE/CHRMS Corporate Partner Companies and ISE/CHRMS "Individual" and "Breakfast" Partners.

Non-partners are subject to the \$40/\$25 admittance fee if they register and do not attend without cancelling before February 15, 2010.



Name: \_\_\_\_\_ Company: \_\_\_\_\_ Email: \_\_\_\_\_

Colleague Name: \_\_\_\_\_ Company: \_\_\_\_\_ Email: \_\_\_\_\_