



Frank C. Bucaro, CSP, CPAE

The Ethics Update

November 2006

The official newsletter by Frank C. Bucaro, business ethics expert.

A brand new website at www.frankbucaro.com.

You won't recognize it, but don't let that deter you! This new website sports a refreshed, up-to-date look with more available resources for you!

Be sure to visit Frank's new website that's been live for just a few days! You'll find more resources and information that can help you and your company build a strong ethical culture!

Check out this new website at www.frankbucaro.com. Be one of the first to see the new site!

Did you know...

The potential fine range for a criminal conviction can be significantly reduced, in some cases up to 95%, if an organization can demonstrate that it had put in place, an effective compliance and ethics program.....

(United State Sentencing Commission, An Overview of the Organizational Guidelines (2004).

What is your organization doing to ensure a highly ethical culture?

How does your company express its commitment to ethics to its employees?

You have to start somewhere. Whether you are in an organization that provides regular ethics training to all employees or one that provides no ethics training at all, it is important to express your commitment to ethics on a continual basis.

This commitment will not only benefit you, personally, it also will positively affect your organization's ethical culture.

A "Bucaro Bit" – Tip of the Month

Establish a Code of Ethics that employees, at all levels, can offer input. It will establish more buy in from all parties. Then, it is important to ensure all employees have a copy of it and know what it says and means!

Fall 2006 Product Offer - Never Offered Before!

Not sure how to begin the process of ethics training? Frank is offering, for the first time ever,

“Bucaro’s Boot Camp; How to Create and Develop An Ethics Training Program in Your Organization!”

This package will help you to initiate an ethics training program at your organization for a fraction of the cost of one of Frank’s seminars! You’ll save 75% and still have one-on-one time with Frank Bucaro, America’s leading crusader of ethics in business.

“Bucaro’s Boot Camp” Ethics Training Package includes:

1. **Unlimited usage of Frank’s three e-books** – *(send a copy to all employees/Boards of Directors, etc.)*
 - Taking the High Road: How to Succeed Ethically When Other Bend The Rules!
 - Trust me! Insights into Ethical Leadership.
 - Sales Leadership
2. **Unlimited company registrations for Frank’s Monthly ethics newsletter.** *(Ever heard a great presentation and wished everyone could have heard this same message? Now is your opportunity to ensure that all your employees are receiving the same message.)*
3. **A two-hour interactive, live training DVD of Taking the High Road seminar.** *(Hold your own training, with Frank Bucaro as your trainer; take advantage of his interactive activities on this DVD!)*
4. **Ninety minutes of personal consultation with Frank,** in the next 90 days! *(Have a question on ‘how to,’ ‘what if’ or ‘what do I do when’....ask Frank. You have 90 minutes of one-on-one (you choose - phone or email) time with the leading crusader in business ethics!*

Your total investment is \$1995.95. That is approximately 75% off Frank’s speaking fees. This offer good until Friday, November 17, 2006. Contact Frank to discuss details at frank@frankbucaro.com or 800.784.4476.

Article of the Month:

Skilling get 24 years; His Employees get Life.

By Frank C. Bucaro, business ethics expert.

Former Enron CEO Jeffrey Skilling gets sentenced to 24 years in prison, this week for his role in the company’s disreputable down fall. This sentence marks the most severe in Enron’s collapse. Skilling is now the highest-ranking ex-official charged in the government’s investigation of Enron.

While some say this sentence is a bit harsh and that Skilling is just serving as a scapegoat for the U.S. Government. Judge Simeon T. Lake III disagrees.

“As the many victims have testified, his crimes have imposed on hundreds if not thousands a life sentence of poverty,” Judge Lake said. (*New York Times, Published: October 24, 2006*).

The former employees of Enron walk away without their job, their salary, their benefits, and their pension....all because of Skilling’s ethical lapses in judgment.

How does this happen over and over and over again? What’s wrong here?

1. Many people the rules don’t apply to them.

You’ve got to lead by example, because people listen with their eyes and not their ears.

2. Power corrupts!

Something happens when one gets to the position of almost unlimited power. One thinks that you’re immune, or above the fray to be held accountable.

3. Personal good over company good.

It’s the old, “what’s in it for me” mentality that can quickly become the “I deserve this” mentality. In essence this says that the company is there to serve my selfish needs and not the needs of the employees, customers, vendors, suppliers, etc.

What is the Answer?

1. Discipline misconduct swiftly and justly.
2. Make ethics training a non-negotiable for all, i.e. Boards of directors, Execs, and employees and make it on-going to help create a culture of trust, concern and accountability.
3. Be transparent in all business dealings as all have a stake in the business.

Contact Frank C. Bucaro’s office at meg@frankbucaro.com for a copy of the “Ethics Audit” and find what you may or may not be doing to uphold high ethical standards in your organization.

Frank Bucaro is a business ethics expert, author and coach, who work with **businesses** that want to integrate **ethical standards of excellence** with **solid business practices**. Visit the *NEW* www.frankbucaro.com to learn more.

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