This year the Business Ethics Alliance celebrates ten years of promoting excellence in business ethics, fostering corporate citizenship, and building better leaders. Thank you to our supporters, community members, and volunteers. Without your sense of community responsibility, we would not exist.

And thank you to our founding partners—the Greater Omaha business community, the Heider College of Business Administration, the Greater Omaha Chamber of Commerce, and the Better Business Bureau.

You all have made ten years of the Business Ethics Alliance not only a possibility but also a pleasure.

We extend our gratitude especially to Valmont for being our Annual Report and Impact Statement sponsor.
Welcome from Alliance Leadership

I have been truly honored to serve the Alliance as Trustee Chair. Trustees make important contributions to the culture of the Alliance. The conversations we have with one another, the ethical excellence with which we lead our colleagues every day, and the moral courage we exercise in our businesses help to make this organization the strong, vibrant group that it is. In this way, the Alliance is not only for us but also by us. I step down this year as Trustee Chair feeling very proud of what we have created together and energized for what is yet to come. As we celebrate the tenth anniversary of the Alliance, we also welcome new leadership in Jane Miller, who will take over as Trustee Chair. I am confident that her tenure will usher in exciting new developments.

GEORGE LITTLE, CHAIRMAN AND CEO, HDR
ALLIANCE TRUSTEE CHAIR

I enjoy looking back at the band of ethics dreamers who joined together ten years ago. Today, a trustee group of close to 300 leaders spans our city, focusing thought and action on ethical business practices. What a great adventure these years have been. I am honored to have listened and learned from each of you; to deliver ethics training in your firms; and to continue to elevate Greater Omaha through positive, practical business ethics. The city needs our work. Our country needs our city. The world needs ethics education, more now than ever before. Let’s continue to be the beacon we set out to be ten years ago, shining a light for all of the other dreamers to follow.

BEVERLY KRACHER, PH.D.
ROBERT B. DAUGHERTY CHAIR
IN BUSINESS, ETHICS & SOCIETY
EXECUTIVE DIRECTOR
SIGNATURE PROGRAMS OUTCOMES AND IMPACTS

The Alliance administers post-event outcome surveys immediately following each signature program to obtain valuable feedback to strengthen future programs. Additionally, the Alliance sends out a Response Initiative survey to program attendees two weeks after each event in order to gauge how our program curriculum is making a difference in organizations after events conclude. Qualitative and quantitative data from the event surveys and response initiative show that the conversation often continues long after the program has ended.
Products and Services

Elevate Ethics

Our workshops deliver ethics education at organizations, including tools to develop leadership, communication, and decision-making skills. Organizations choose from a wide array of workshop topics:

- Ethical Leadership
- Ethical Decision Making
- Busting Blindspots
- Ethical First Advisors
- Ethics, Gender and Business
- Generational Ethics at Work
- Moral Imagination
- The Birth of a Blindspot
- Ethical First Responders
- Ethical Lens Inventory

Participant Feedback

- “Presentation was engaging and I enjoyed the application to real-world situations.”
- “Best ethics course I’ve had in a long time! Very engaging and interesting.”
- “Great workshops! Enjoyed the presentation and a fresh approach for ethics discussion.”
- “Very good! Very realistic scenarios to discuss ethical situations and thought-provoking conversation!”
- “I really enjoyed the entire workshop. Very well done. I definitely walked away with new tools and perspective for tackling issues of moral and ethical importance. Thank you.”

More than 430 participants have completed elevate ethics workshops so far in 2017

Participating Elevate Ethics Organizations to Date
Curriculum, Advising, and Policy Development

The Alliance creates customized curriculum for organizations who need tailored ethics training to educate, raise awareness, and engage employees. Intentional ethics education more distinctly develops the workforce and fosters healthier decision making and behavior. It improves employee motivation, retention, and recruitment; attracts considerable customer loyalty; and spromotes a bottom line grounded in integrity and fair play.

We also help organizations establish, assess, and bolster ethics programs specific to companies’ culture and needs. Incorporating positive adherence to the Federal Sentencing Guidelines for due diligence, we counsel businesses on specific areas of ethical concern, offer creative solutions, and outline recommendations for proactive and preventative ethics maintenance.

The Alliance works with organizations looking to create or revise Core Values Statements and write Codes of Ethics. These default corporate policy statements define who a company is and how they do business, as well as set a critical baseline for an ethical culture.

Ethics Communication Tools

Open conversations about ethical issues and sincere moral compliments are the best and easiest ways to encourage ethics within your organization. The Alliance provides tools to facilitate such communication.

The Ethinary is an ethics dictionary written by Beverly Kracher, Ph.D., and Jerry Stegeman. It defines 50 ethics words in commonsensical terms, encouraging readers to use these words in everyday conversations in the workplace and beyond.

Developed in 2016, our Ethics Conversation Cards and Compliment Cards have been a hit. The cards foster ethical awareness and communication in workplaces in an interactive and fun way.
Our breakfasts encourage CEOs, presidents, chairs, owners, and executive directors to discuss executive business ethics issues.

**IMPACT**

92% OF RESPONDENTS PROMISED TO SHARE THE RESEARCH FROM THE SPRING EXECUTIVE BREAKFAST WITH OTHERS IN THEIR ORGANIZATION.

**Women in America: Work and Life Well-Lived**

Just before International Women’s Day in March, the Alliance kicked off 2017 signature programming with an executive breakfast that examined how organizations can update their policies and workplace culture to promote gender diversity. Jane Miller, Chief Operating Officer at Gallup, presented her organization’s recent findings, including the factors that make a workplace appealing to women, perceptions about employee engagement, and women’s ambition for senior management roles. Her three calls to action for company leaders: focus on flexibility, make work personal, and relentlessly pursue female talent.

**FEEDBACK**

“THIS EVENT CAME AT THE RIGHT TIME FOR OUR ORGANIZATION. IT SPARKED A LOT OF PROGRESSIVE CONVERSATION AND COMMUNICATION.”
Managing Ethics, Compliance, and Reputation Risks in a Transparent World

Keith Darcy, affectionately known as the grandfather of business ethics and compliance, was the speaker at our very first executive breakfast. For our tenth anniversary, he returned to discuss how concerns about ethics and compliance have evolved with the changing business climate and the increasing ubiquity of technology. He captivated breakfast attendees with stories about corporate ethics scandals but ended hopefully, praising firms that make ethics a cornerstone of their long-lasting profitability. To paraphrase Keith, the tone at the top sets the mood in the middle and the buzz at the bottom.

FEEDBACK

"EXCEPTIONALLY GOOD SPEAKER AND PROGRAM. ONE OF THE BEST EVER!"

"GREAT SPEAKER – COULD HAVE LISTENED FOR HOURS!"

"THIS WAS A GREAT PRESENTATION, I’M BLOWN AWAY! THANK YOU."

97% BELIEVE THAT BUSINESS ETHICS ALWAYS PAYS.
Networking Luncheons

Our popular luncheons serve up food for thought with panel discussions, group exercises, and roundtable conversations. Typical attendees are middle managers, vice presidents, HR professionals, and those tasked with running their organizations’ ethics programs.

The Ethical Issues Women Face in the Workplace

We continued our observation of National Women’s History Month with a networking luncheon at which participants discussed transforming the issues women face in the workplace from solely compliance concerns to also ethical concerns. Moderator Susan Ann Koenig, Executive Coach and Of Counsel at Koenig | Dunne Divorce Law, led a conversation about recognizing and reframing our blindspots when it comes to women’s workplace experiences with panelists Katie Barton, Executive Director of Software Development and Services at Gallup; Heidi Guttau-Fox, Partner at Baird Holm; and Tom Waldman, AVP, Chief Compliance Officer, and Counsel for Group Protection at Lincoln Financial Group.

IMPACT

100% OF RESPONDENTS SAID THEY TALKED WITH SOMEONE ABOUT THEIR EXPERIENCE AT THE NETWORKING LUNCHEON.

BETH OSTDIEK-SMITH, SAVING GRACE PERISHABLE FOOD RESCUE

FEEDBACK

“IT WAS REFRESHING TO SEE AND HEAR SPEAKERS FROM LARGE COMPANIES WHO HAVE JUST AS MUCH FOCUS ON THE IMPORTANCE OF CREATING THAT TYPE OF COMPANY CULTURE.”

“A WONDERFUL PROGRAM THAT ALLOWED ME TO LEARN MORE ABOUT ETHICS AND NETWORK WITH SOME EXCELLENT PEOPLE IN OMAHA. THANK YOU!!”
Moments that Matter

At the summer networking luncheon, our presenters helped us realize that some of the most important moments during an ethical dilemma actually occur before the dilemma ever arises. Kim Yapchai, Chief Compliance Officer for Whirlpool, shared how her team creates a Speak Up culture by forming a literal Speak Easy, complete with 1920s costumes and Prohibition cocktails. For them, these moments matter just as much as the moment they face an ethical quandary. Similarly, Royanne Doi, Corporate Chief Ethics Office for Prudential Financial, spoke about scripting and rehearsing verbal responses before having to do so during a real ethical crisis. If we practice it in calm moments, the moments of crisis can be calmer as well.

The Business Impact of Ethical Practice and Behavior on Your Organization

When we polled the packed house at our networking luncheon this fall, nearly every attendee reported that their organization has core values and/or some kind of ethics training. When we asked how many of their organizations took steps to measure the effects of those ethics initiatives, far fewer hands went up. Our panelists—Dusty Davidson of Flywheel; Mike McMeeken of Lamp, Rynearson & Associates; and John Sorrell of Core Bank—could empathize; while they firmly believe in ethical business practices, they found them hard to measure. Panelists and attendees discussed the challenges associated with such an endeavor, and moderator Dr. Beverly Kracher reviewed variables that could be assessed as companies work toward formalizing the evaluation of ethical business practices.
The Ethics of Incentives

Shortly after last year’s annual meeting, our Fall 2016 Mind Candy Dialogue addressed how incentive programs—intended to reward others for caring about and meeting objectives—can sometimes get out of hand ethically. Panelists Sherrye Hutcherson, Vice President – Human Resources at Union Pacific Railroad; Rodrigo Lopez, Executive Chair of NorthMarq Capital and 2017 Chair of the Mortgage Bankers Association; and Angie Quinn, owner of Baxter Auto discussed how building guardrails to combat ethical blindspots can help employers create successful incentive programs.

FEEDBACK

“FOR MY FIRST ALLIANCE EVENT I THOROUGHLY ENJOYED THE PANELISTS, INFORMATION, OPEN DISCUSSION, AND NETWORKING. DEFINITELY LOOKING FORWARD TO THE NEXT EVENT!”

88% SAID THEY LEARNED AT LEAST ONE TOOL, TIP, OR IDEA ABOUT INCENTIVES AT THE DIALOGUE.
The Ethics of Technology Across Industries

Does the market dictate what are ethical and unethical uses of technology, or do/should businesses work toward controlling that discussion and its implications? That question, made timely by advances such as genome editing and driverless cars, was the subject of the Mind Candy Dialogue this spring. Panelists Joe Olsen, founder of Birdsnest; Connie Ryan, President and CEO of Streck, Inc.; and Lynne Sangimino, Vice President and market leader for Cox Communications in Greater Omaha offered their thoughts and answered questions.

FEEDBACK

38% said that attending the dialogue changed some of their views about ethical issues surrounding technology.

“The dialogue gave me things to think about that could happen in the workplace and how we should handle them.”

“I think the discussion made me more aware of ethical implications. I had an interesting dialogue with friends about this.”

“The Ethics of Technology Across Industries”

LINDA MACK, MACK CONSULTING

BRIAN SMITH, TEDxOMAHA
Ethics on Trial

Ethics on Trial is a unique way to deliver ethics education. Hosted by the Freemasons in the historic and beautiful Scottish Rite Masonic Center, this mock courtroom drama conveys the multi-layered dynamics of ethical decision making.

The Boardroom Edition: Automation of the American Workforce

For the fifth annual Ethics on Trial, the Alliance introduced a little change of pace. Rather than putting an individual on literal trial for a decision they had already made, the audience instead became shareholders of a fictional company named RecyclOmaha. The ethical dilemma RecyclOmaha faced was whether to replace human employees with automated technology.

Members of the board along with industry experts, skillfully portrayed by cast members Ken Bird, Marianne Culhane, Hal Daub, Kate Dodge, Shonna Dorsey, Ernie Goss, Madeline Moyer, Amy R. Rodie, Laurie Smith Camp, and Lacey Studnicka, presented arguments for and against automation. The audience as shareholders were asked to consider the implications and cast the deciding votes. We are grateful to the Omaha Scottish Rite for their continued partnership in using theater to explore ethical dilemmas.

FEEDBACK

93% said they would recommend Ethics on Trial to a friend.

“The courageous conversations that occurred in a measured and calm way. You can have strong feelings and still convey your rationale - it actually resulted in changed votes. Others can learn from this example.”
2016 Annual Trustee Meeting

Annually, we invite over 400 leaders—Trustees, our Governing Board, community leaders, staff, volunteers, and special guests—to celebrate the Alliance and Greater Omaha’s business ethics. This diverse group of noble leaders represents the executive level of a variety of Greater Omaha industry segments and company sizes.

Ethical Leadership and the Role of Media in Local Communities

At our 2016 annual trustee meeting, we were honored to hear from David J. Barrett, former Chair and CEO of Hearst Television, Inc. and now a director of Hearst Corporation, about ethical leadership and the role of media in local communities. His stories about how Hearst handled Hurricane Katrina and the Boston Marathon bombing reminded us that a drive to do the right thing sustains reputation and profitability. The program concluded with Governing Board Chair Sarah Waldman presenting David with the Beacon of Ethics Award.
YP Speed Ethics

Young Professionals (YPs) play a vital role in shaping the ethical climate of our business community. At our Speed Ethics Events, YPs are provided a unique opportunity to refine their values through conversations with seasoned executives. Participation is geared to increase participants’ level of comfort in discussing ethics at work, encourage professional relationships, and enhance overall workplace satisfaction. It fosters ethical dialogue and expands their understanding of how to deal with challenging situations.

IMPACT

ONE YP LEARNED THAT IF NOT DESIGNED WELL, COMPANY GOALS AND INCENTIVES CAN ACTUALLY LEAD TO UNETHICAL BEHAVIOR. ANOTHER LEARNED THAT IN ORDER TO MAKE BETTER ETHICAL DECISIONS AND TO AVOID MAKING IMPULSIVE DECISIONS, IT IS WISE TO TAKE THREE MINUTES TO CONTEMPLATE BEFORE MAKING DIFFICULT CHOICES.
Youth Ethics Initiative

Our youth education team is charged with teaching honesty and accountability – the Omaha Way. When our Moral Superheroes venture into area primary schools with coloring books in hand, the youngsters scream in excitement. Not to be forgotten, middle and high school students engage in spirited Speed Ethics discussions.

VP Ethics Exchange

At our VP Ethics Exchange, we gather corporate ethics and compliance officers to share best practices about leading institutional ethics programs and elevating the ethical climate in their organizations. To encourage free and open dialogue, the group follows Chatham House Rule. This means that attendees are free to take information from the meeting back to their own workplaces as long as identities and affiliations of other participants are not revealed.

Trustees Talk Ethics

Every chance we get, we want to keep the ethics discussions going. One way is through Trustees Talk Ethics. This is an opportunity to get to know other trustees, learn more about Alliance activities, and discuss ethics issues in the news over coffee. Trustees Talk Ethics takes place about once a month and is an intimate gathering of five to eight trustees.
Ethics Communications

In 2016, our Ethics Communications initiative was launched with the goal of delivering data-driven, evidence-based ethics research to inspire the Greater Omaha business community. Infographics that highlight current ethics trends, practical tools, and examples of how ethics influence the workplace are e-mailed to subscribers on a monthly basis. Recipients continue to report a high satisfaction, explaining that they share information from the Ethics Communications with colleagues on a regular basis. By the end of 2017, we will have sent 12 custom infographics to more than 2,600 primary subscribers, as well as thousands more via social media.
Business Ethics City Lab

What is the Lab?

The Business Ethics City Lab is an Alliance initiative that brings together Omaha organizations and the best behavioral ethics minds in the country. We field test original hypotheses that will result in data-driven, practical business ethics products and services. We identify and develop the organizational systems that inspire people of integrity to be their best. The Business Ethics Alliance City Lab shatters the divide between academia and practitioners. Key collaborators include Ethical Systems and the Business Ethics Alliance Trustees.

Why Omaha?

Some say that ethics are stronger in the Midwest. We believe that Omaha is at the forefront of ethical business practices and home to people of the highest integrity. We live in a community where we honor our commitments, our bond is more important than a contract, and we know when to do the right thing. We should use our strength to help our country realize the finest form of capitalism.

Current Projects

- Cultivating Ethical Self-Reliance– this project examines how to get managers and employees to take responsibility for ethics in their organization.
- Ethical Framing and Concrete Mindsets– this project examines how organizations can encourage compliance with ethical and safety standards by framing safety as an ethical imperative and examining what factors may impact these frameworks.
- The Instrumentality of Sleep and How It Affects Ethics– this project examines beliefs about sleep and sleep deprivation and how it impacts ethics outcomes in organizations. We are currently seeking a trustee organization to pilot this study.
Our trustees are our lifeblood. They are the backbone of the Alliance. They are also our heart and brains. Each trustee was nominated and approved for his or her demonstrated excellence in business ethics leadership. Their primary responsibility is to serve as a beacon for good business ethics and, through their commitment, send the message that ethics matter. Our trustees are ambassadors for the Alliance, and they use the collective term ‘we’ when they talk to others about the Alliance. We appreciate their support, their counsel, and their friendship.

The Alliance encourages and appreciates support in all of its forms:

- Direct support through annual donations
- Sponsorship of our programs and publications
- Support or sponsorship through in-kind services
- Engagement with our EthicSpace team to bring professional development, training, consulting, or policy development to organizations
- Engagement and promotion of the Alliance through volunteering and networking with the Omaha business community

Please contact the Alliance if you would like to engage with us to build the ethical culture at your organization.

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Bob Bates, our founding Trustee Chair, has given countless hours and invaluable counsel to the Alliance. In a special 10th anniversary luncheon and fundraising event at the Omaha Country Club, we honored Bob for his service and friendship and raised nearly $58,000. Trustees John Nelson and Bill Cutler chaired the event, and Bob talked to us about the moral courage required to be an ethical leader.

As a special treat, musician Kaitlyn Hova made a presentation about synesthesia, a phenomenon in which multiple sensory systems are activated by a single stimulus. Kaitlyn actually sees colors at the same time she hears sounds, so she performed with a 3D printed violin designed to light up in the colors she sees based on the notes she plays. Kaitlyn explained that we all see the world in different ways and that being an ethical leader requires that “superpower.” We are grateful to Kaitlyn, all those who donated, and of course to the incomparable Bob Bates.
Alliance Trustees

Alliance trustees are chosen for their demonstrated excellence in business ethics leadership. This diverse and inclusive group from various industries, company sizes, and for-profit as well as not-for-profit organizations serves as our community ambassadors.

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$20,000+ DONORS
Heider College of Business, Creighton University
McGowan Family Foundation
Valmont Industries

$15,000-19,999 DONORS
Better Business Bureau

$10,000-14,999 DONORS
Home Instead
Kiewit
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McCarthy Capital
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Union Pacific
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WoodmenLife

$5,000-9,999 DONORS
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Methodist Health System
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