Giving Voice to Values: the “How” of business ethics
With Visiting Expert Dr Mary Gentile

Date  Monday 21 February 2011
Time   6.00pm - 7.00pm
Venue  Wesfarmers Lecture Theatre, UWA Business School
RSVP  Visit www.business.uwa.edu.au/school/eventregistration
INFO   Email events-business@uwa.edu.au

Dr Gentile will share a ground-breaking new approach to preparing business managers and leaders for values-driven decision making. Drawing on both the actual experience of business practitioners as well as cutting edge research, GIVING VOICE TO VALUES (GVV) fills a long-standing and critical gap in our understanding of how to enable ethical practice. Rather than a focus on ethical analysis, GVV focuses on ethical implementation and asks the question: “What if I were going to act on my values? What would I say and do? How could I be most effective?”

GVV was launched by The Aspen Institute and Yale School of Management, with ongoing support from Babson College. Developed by Dr 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, including UWA Business School. 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.

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