



  
**Ethical**  
Decision-Making  
**In Action**



Wake Forest University School of Business  
**CENTER FOR LEADERSHIP AND CHARACTER**

**Ethical Decision-Making In Action** tools assist business leaders in systematically thinking through an ethical dilemma to fully understand the complexities and creating an action plan to resolve the issue.

Enhance your  
**COMPETITIVE ADVANTAGE**  
of **ETHICAL LEADERSHIP**  
through business ethics in action.

Consulting Seminars Games Interactive Modules Assessments Executive Education

**STOCK GROWTH**

**2X**

**Companies With Ethical Leaders Experience  
2x Stock Growth Over S&P's 500 (2009-2014)**

Source: Ethisphere's 2015 List of Most Ethical Companies (Q1 2015)

# Developing leaders who achieve results with integrity

## Applied Business Ethics Topic Areas

Lead Ethically  
Strategic Leadership  
Leading in Crisis  
Leading in a VUCA World  
ture

Ethics in a Global Context  
Building High Performing Teams

Exhibit Personal Strengths  
Authentic Self & Life Experience  
Building Ethical Organizations  
Shaping an Ethical Cul-

Ethical Decision-Making  
Leader Self-Development

Practical, evidence-based training includes 4 or 8 hour sessions.

Center experts are experienced scholar and senior leadership practitioners with extensive military leadership experience including expertise in VUCA (Volatile, Uncertain, Complex, and Ambiguous) environments.

Our world-class experts have delivered executive development programs with numerous Fortune 500 companies including IBM, GE, MetLife, USAA, Mercedes Benz, Proctor & Gamble, 7-Eleven, Goldman Sachs, Kellogg's, Hewlett Packard, Wells Fargo, Bank of America, and others.

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4 Step Model/Tool

Worksheets & Resources

Decision Criteria Matrix

Sample Cases

Interactive Modules

Our suite of Leadership and Character assessments for individuals and teams can be used to reinforce applied business ethics and ethical leadership sessions and programs.



"To become a more ethical leader, I utilize planning and reflection tools such as the Ethical Decision Action Model to make my efforts more successful."

Darren Pierce, MBA '16  
VP, ZRS Management



For more information or to schedule a consultation, contact [rublekd@wfu.edu](mailto:rublekd@wfu.edu) (336) 758-4855