

**DuPage Character Development Coalition
Character in Business Project**

**Character
in
Business**

WORKSHOP OUTLINE

1st DRAFT



**THE ABRAHAM
LINCOLN CENTER
FOR CHARACTER
DEVELOPMENT**

Character in Business

Workshop Outline – 1st Draft

8:00 – 8:30 a.m. Registration and Opening Activity
8:30 a.m. – 4:30 p.m. Training Session

The morning is designed to educate and inform participants on character in business, and the afternoon dedicated to how they can implement it into their businesses. Personal reflection and Journaling will be done for major topics.

Session Outline:

- 8:30 a.m. **Welcome**
 Why Character?
 Ethics, Morals, Values, and Character
- 9:45 a.m. **Break**
- 10:00 a.m. **Character Definitions**
 Character and Business Ethics
 Can Character Positively Impact Your Business?
 Ethical Decision Making Model
- 12:00 p.m. **Lunch**
- 12:45 p.m. **Resume Decision-Making**
 There's a Downside to Good Character?
 Business Processes
 Product/Service Creation
 Marketing & Sales
- 1:50 p.m. **Break**
- 2:00 p.m. **Customer Service – Is the Customer Always Right?**
 Delivery – Delivering Character with Every Product or Service
 Accounting (A/P, A/R, Invoicing)
 Interviewing and Hiring
 **Performance Reviews and Recognition - Evaluating Character in
the Workplace**
- 2:50 p.m. **Break**
- 3:00 p.m. **Vendor Relationships**
 Self Reflection
 Character Skits or Write a Company Jingle
 In-House Character Building Activities
 Final Thoughts - Is There Hope?
 Wrap Up
- 4:30 p.m. **Training Session Ends**

Opening Activity:

Place a dot on the top two character traits they think are important in their business and their personal lives. Use different colors for personal and business. (Character traits should include both performance and moral character.)

8:30 a.m. **Welcome**

- Introduce the trainers/day (Personal story regarding character & business?)
- Workshop Objectives (Discuss what participants will receive from the day - WIIFM)
- Introduce journaling process
- Have participants hand in the survey given in pre-course materials

8:45 a.m. **Why Character?**

- The Enron's and WorldCom's should not have done what they did...We have a tendency to become cynical, and feel like we can't make a difference. To break the Universal Paradigm, you need to step out of your imaginary frame and look closely at the parameters of the puzzle. Margaret Mead quote: 'Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.'

9:00 a.m. **Ethics, Morals, Values, and Character**

- Define each
- Delve into business ethics....and the fact that this is not what the training is about
- Brief overview of Character Counts! Describe the power in a common language
- Offer other sources of character frameworks (CharacterFirst, Institute for Global Ethics, etc.)
- Emphasize character building is a process, NOT a product

9:45 a.m. **Break**

10:00 a.m. **Character Definitions**

- Are we doing, better, worse, about the same with character?
- Ferengi Rules of Acquisition (Show clip?)---sound like the Enron's, WorldCom's?
- Good to Great quote
- Junior achievement example
- Performance Character and Moral Character difference & how they complement each other (Hand out Matt's definition page)
- Have participants walk around room and write down the top three performance and moral character traits they selected for business and personal and record in their journals and why they are important to them. Pair up and discuss one from each with a neighbor.

- 10:45 a.m. **Character and Business Ethics**
- Compliance and Codes of Conduct
 - Social Responsibility
 - Character in Business Processes and Personal Lives
- 11:15 a.m. **Can Character Positively Impact Your Business?**
- Review what topics character could address (distributed in 5.17.06 meeting)
 - What character issues do the participants have? (Review issues they brought and Journal the top two to focus on for this afternoon)
 - Have examples from businesses---Woodland? Huskie? Johnson and Johnson? Others??
- 11:30 a.m. **Ethical Decision Making Model (LSU—Decision Making)**
- Discuss the decision-making model for business (page 76-79)
 - Use portions of Three Day Blind (Smit) presentation (latter half)
 - Assign groups for ethical decision-making dilemmas activity
 - Use one from the LSU (or other source), and one from a participant's company (The first we do publicly, the second privately in their Journal.)
- 12:00 p.m. **Lunch**
- 12:45 p.m. **Resume Ethical Decision-Making**
- Finalize any ethical dilemmas if necessary
 - Activity (Clip from Monster's Inc. or The Fockers?) Discuss the ethical dilemma presented...how would they react based on ethical decision making model?
- 1:00 p.m. **There's a Downside to Good Character?**
- Character pitfalls, sidelines and other obstacles
 - Character costs? Woodland example
- 1:10 p.m. **Business Processes (LSU, pages 88-101)**
- Talk about Codes of Conduct (Enron example). It's not about having one; it's about living it out.
 - Red Robin and Ritz Carlton positive examples (others?)
 - **Visioning** – defining the vision and mission for an organization and establishing ethical standards for its operation.
 - Have participants' take out current mission statements
 - Participants either draft an ethical standard now or they could incorporate key performance and moral character traits for their current mission statements, code of conducts, or guiding principles based on the morning's activity.
 - Insert into Journal
- 1:30 p.m. **Product/Service Creation (LSU p.89)**
- How to evaluate workplace quality for internal and external products and services—questions to ask

- Tie back to how this can be affected by character
- Measurement and evaluation of expectations, requirements
- Journal what product or service participant's have that could be affected by better character....which character trait in particular? How can they implement this upon returning to the office?

1:40 p.m. **Marketing & Sales (LSU p.89)**

- Can character affect the bottom line? (Examples?)
- What to look for in a company that exhibits integrity (See list of questions, page 89, LSU, Business Processes.)
- Examples of a company that "does what it says."
- Activity or film clip

1:50 p.m. **Break**

2:00 p.m. **Customer Service – Is the Customer Always Right? (LSU p.89)**

- The fundamentals of customer service with character.
- Working with customers who don't exhibit good character

2:10 p.m. **Delivery – Delivering Character with Every Product or Service (LSU p.91)**

- Setting expectations and living up to them
- How to handle mistakes (which character trait was not upheld?)

2:20 p.m. **Accounting (A/P, A/R, Invoicing – Yes, Even Invoices Can Promote Character!)**

- How to create an invoicing process which reflects character (Hand out, use questions from LSU, page 90)
- Select a few points and ask which character trait is exemplified

2:30 p.m. **Interviewing and Hiring – How to Screen for People of Character**

- Select three performance and three moral character traits and give examples of questions to ask (Hand out-page 92-95)

2:40 p.m. **Performance Reviews and Recognition - Evaluating Character in the Workplace**

- Select three other performance and three other moral character traits and give examples of evaluation questions (Hand out-page 96-98)

2:50 p.m. **Break**

3:00 p.m. **Vendor Relationships - You're Only as Good as Your Vendors**

- Educating vendors on your character initiative
- Evaluating your daily business interactions with vendors

3:10 p.m. **Self Reflection**

- Journal: What do you need to do to enhance character through Customer Service, Invoicing, Delivery, Interviewing and Hiring, Performance Reviews

and Vendor Relationships. What character trait(s) do we need to improve upon in this area? What's one action item I can do when I return this week? (2 minutes per business process.)

3:20 p.m.

Character Skits or Write a Company Jingle

- Group people together and create a skit illustrating not very good character; and then how it could change to be better character. Could be created using any of the business processes. (i.e. hiring/performance review/customer or vendor interaction, etc.) Try to utilize the character traits most important to you.
- Or, create a company jingle introducing the character element to the company's philosophy.

4:00 p.m.

In-House Character Building Activities (LSU, page 111-113)

- Messages
- Five Vehicles for Influence
- Internal Communications
- External Communications
- Community Leadership
- Character Building Activities for the Workplace
- Journal: Choose three to implement this week

4:20 p.m.

Final Thoughts - Is There Hope?

- "Is America Really Facing a Crisis of Values?" Dr. Wayne Baker, University of Michigan.
"The percentage of Americans holding a viewpoint that clearly delineates right from wrong has grown---despite the claims by many social critics that Americans are losing their capacity to make moral judgments."
"Contrary to the perception of pundits and the general public that the nation is becoming increasingly polarized, research shows that most Americans continue to hold and share the traditional values upon which the democracy was founded more than 200 years ago: firm beliefs in religion and God, family values, absolute moral authority, and national pride."
"What is perceived as a "crisis of values" in the United States really is a case of mistaken identity. Americans are unusual in that they cherish traditional values as well as a high degree of self expression."
- Opportunities to Expand: Local Community Character Coalitions, Character Education in Schools

4:25 p.m.

Wrap Up

- Follow-up details, offer to train in company
- Session evaluations

4:30 p.m.

Training Session Ends