WORKSHOP ON
"ETHICS IN BUSINESS"

21 NOVEMBER 2012
SERI PACIFIC HOTEL KUALA LUMPUR

Too often people believe business ethics are an oxymoron, a contradiction; and that all that matters is "doing whatever it takes" to hit the numbers. Yet as "Ethics in Business" will demonstrate, ethics are the foundation of business strategy and not some afterthought. What business you are in, who you choose to do business with, how you treat your customers and staff all have fundamental ethical components.

"Ethics in Business" is a one-day interactive workshop that looks specifically at the difficulties in applying ethics; the importance of the right 'Tone at the Top'; and how to ensure compliance with codes of conduct is real. The programme challenges board members and top managers to think through how to apply different ethical frameworks to their business to ensure the 'Tone at the Top' is healthy so they can maintain, or if needed rebuild, the trust that is essential for their organizations to prosper long term.

Programme outline:

Session 1: Three Business Disciplines	Session 2: The Economics of Integrity	Session 3: Creating an Ethical Culture	Session 4: Courage to Speak Truth to Power

Workshop Facilitator:

John Zinkin
Managing Director
Corporate Governance
The Iclif Leadership and Governance Centre

Before joining Iclif, John was the CEO of the Securities Industry Development Corporation (SIDC). John was also Chairman of the UMSC Audit Committee until the end of 2009. Before joining SIDC John was Associate Professor of Marketing and Strategy at Nottingham University Business School, Malaysia Campus and director of the MBA programme with responsibility for external affairs. One of the founders of the Institute of Corporate Responsibility Malaysia (ICRM), he was Deputy Chairman, and is now an Exco member and the Vice President, Sustainability and Governance of the Business Council for Sustainability and Responsibility Malaysia (BCSRM).

He developed the Non-Executive Director Development Series with PwC and is a faculty member for the programme. He was a member of the Corporate Governance Working Group involved in the revisions of the Malaysian Code and the development of the Corporate Governance Blueprint 2011.

He has written "What CEO's must do to succeed" published by Prentice Hall in 2003, and "Challenges in Corporate Governance: Whose business is it Anyway?" published in 2010 by John Wiley. He co-authored "Corporate Governance" with Peter Wallace, published by John Wiley in 2005 and translated into Chinese in 2008. He used to write a regular column on corporate governance for the Star, entitled "Whose business is it anyway?" and speaks regularly on corporate governance and corporate responsibility.

He has 40 years of experience in business of which 26 have been in Asia. In Hong Kong, John worked as the Chairman of the Marketing and Change Management Practices of Burson-Marsteller, as the Asia Director for Angliss Pacific, and as the Director, Business Machines, for Inchcape Pacific. Before moving to Hong Kong, John worked in London for the Inchcape Group, Rank Xerox, McKinsey and Unilever.

John has a BA (Hons) in Politics, Philosophy and Economics from Oxford and an MSc in Business Administration from the London Business School.

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