



# All Things Ignatian



## The Greater Omaha Alliance for Business Ethics at Creighton University

*Beverly Kracher, Ph.D., Robert B. Daugherty Endowed Chair*

*Ignatius loved the great cities. He found in cities the diverse concentration of people and resources that could benefit most from a Jesuit presence. His vision was to locate Jesuits in the world's great cities where, as Thomas Lucas said, "the transformation of the human community was taking place."*

We believe Ignatius would say the Business Ethics Alliance understands his urban strategy. We follow his wisdom today through our Strategic Intent: *To build profitable businesses and great cities through practical business ethics.* We envision that our Omaha model will serve as a beacon for business ethics excellence for communities around the world.

As Fr. Lannon said in his Creighton Inaugural Address, "Here in Omaha, Creighton has never been more involved with the business community and local nonprofit organizations, who look to us for expertise in business leadership and ethics."

Kirk O. Hanson of Santa Clara University rightfully observed that "Jesuit business schools must have a soul." The Business Ethics Alliance at Creighton is one of the many components of our "soul."

### Our Partners

We partner with the Creighton College of Business, the Greater Omaha Chamber and the Better Business Bureau, in conjunction with the entire Greater Omaha Business community, to create a one-of-a-kind organization to advance business ethics. Since 2006, we have discovered thousands of kindred spirits who enthusiastically assist with discussions about ethics in our business community.

The Business Ethics Alliance recognizes that developing and enhancing Greater Omaha's ethical culture promotes Creighton. Our business graduates likely will join an Omaha business, as will those of neighboring institutions. The Alliance's presence impresses upon them that ethical business practices are expected. A corporation's ethics tie directly to profits, and our students graduate aware of the connection.

The Alliance operates from the Brandeis Building. The Trustees Chair, Mike McCarthy, serves on the Creighton Board of Directors, and founding Chair Bob Bates is a retired CEO who is passionate about business ethics.



*Former President of Ireland and United Nations High Commissioner for Human Rights Mary Robinson receives the Beacon of Ethics Award.*

### Our Values

With Omaha, in the middle of everywhere, as its world headquarters, the Business Ethics Alliance is positioned to ignite its city-level business ethics model around the globe. Central to this opportunity is our location at Creighton, a university animated by the values we, too, espouse.

Our values: **Integrity, Inclusivity, Collegiality, Practicality and Community**

inform our resolve to cooperate with all Greater Omaha educational institutions and civic groups. The Trustees, including Fr. Lannon and other Creighton affiliates, strive to serve as real-world witnesses to the value of ethical conduct. Fr. Lannon's participation also signals that this endeavor is worthy of the President's endorsement.

Together, we create a road map for business ethics excellence in Omaha, and we share this template with the great cities of our nation and the world.



### Signature Programs

**Executive Breakfasts and Annual Meetings** that unite Omaha-area corporate chairs, CEOs and presidents for business ethics forums. The most recent presenter was Walter Scott, Jr., Chair Emeritus of Peter Kiewit Sons' Inc., and longtime Creighton supporter, who spoke on the topic of integrity at the November 2011 Trustees Annual Meeting.



**Young Professionals Programming**—preparing young people for future, ethics-based leadership

**Ethics Dialogues**—concerning real-time, thought-provoking business ethics discussions led by a local panel

**Networking Luncheons**—educating executives and managers who direct organizational ethics and compliance programs

**The Business Ethics Toolkit Workshop Series**—assisting small- and medium-sized businesses in creating or improving their organizational ethics programs

**An Annual Ethicscon**—bringing together educators, advocates and business leaders to initiate ethics education programming for the youth of Greater Omaha and, ultimately, all of Nebraska

**The Gallup Organization's Entrepreneur Acceleration System (EAS)**—providing entrepreneurs with the tools to grow their companies. The Alliance crafted the EAS's ethics component and, as we enter our second year of collaboration, our input will contribute to Gallup's goal of influencing global business growth.

The popularity of programs—oftentimes standing room only—attests to the value of our work.



**BUSINESS ETHICS ALLIANCE®**

*Sponsored by the Creighton University Jesuit Community, in association with the Deglman Center for Ignatian Spirituality.*



# Celebrating the Spirit of Creighton

