Mary Gentile, Ph.D.  
**Presents**  
*“Giving Voice to Values”*  
A New Curriculum for Values Driven Leadership

*Giving Voice to Values (GVV)* is an innovative approach to promoting a higher level of integrity in education and the workplace, pioneered by former Harvard Business School faculty Dr. Mary C. Gentile. Launched by The Aspen Institute and the Yale School of Management, GVV is now housed and funded by Babson College.

Drawing on both the actual experience of business practitioners as well as social science and management research, GVV fills a long-standing and critical gap in the development of values-centered leaders. It helps students identify the many ways that individuals can and do voice their values in the workplace, and it provides the opportunity to script and practice this voice in front of their peers.

Currently this approach has been piloted in well over 100 schools and organizations on six continents. The goal is to both build a conversation across the core curriculum (not only in ethics courses) and to provide the teaching aids and curriculum for a new way of thinking about ethics education. Rather than a focus on ethical *analysis*, the *Giving Voice to Values* curriculum is “post-decision-making” and focuses on ethical *implementation*, asking the questions: “What if I were going to act on my values? What would I say and do? How could I be most effective?”

Gentile will share the rationale behind the curriculum; describe the product and experience to date; and engage with faculty in conversations about how this approach might be usefully adapted for their own teaching objectives.

**Invited:** Business Faculty and Administration at Higher Education Institutions  
**When:** Thursday, October 14, 2010 @ 11:30 a.m.  
11:30 Registration  
12:00 Introductions and Lunch  
1:00 – 2:30 Presentation  
2:30 – 4:00 Questions and Discussion (Optional)  
**Where:** UCCS, 1420 Austin Bluffs Parkway, Colo Spgs CO 80918  
SENG Building Room K12  
Registration Required ♦ Limited Attendance ♦ RSVP by October 6th  
cjaeger@uccs.edu (719) 255-5168

“*Giving Voice to Values is exactly what we need to help our students take action. Most ethics courses focus on hypothetical decision–making and determining what is the right thing to do. We know that “knowing” does not lead to “doing.” This initiative empowers students to speak through their actions.”*  
Carolyn Woo, Martin J. Gillen Dean, Ray and Milann Siegfried Chair in Entrepreneurial Studies, Notre Dame Mendoza College of Business

“The GVV Curriculum promises to be a major step forward in enabling people to deal effectively with the inevitable challenges to their integrity and ethical values – challenges they will face in both their working and personal lives.”  
Michael C. Jensen, Jesse Isidor Straus Professor of Business Emeritus, Harvard Business School