



LEON S. PETERS ETHICS LECTURE

An Ethical Nudge



Using Behavioral Ethics To Navigate Change

Catharyn Baird
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Alice Peters Auditorium (UBC)

Ethical dilemmas occur when core values are in tension—and we don't know which path of action is the most ethical. Especially during times of change, without an effective way of resolving those tensions, we can either come to an impasse or take actions that compromise our values. To smooth the way, ethical leaders can nudge both the shaping of rules and expected behaviors. Those skilled in evaluating the ethical strengths and challenges of members of their teams can effectively influence the direction of change, coach people toward ethical excellence, and help the organization maintain its ethical bearings during times of uncertainty.

Catharyn Baird, JD, is the Founder/CEO of EthicsGame, LLC and Professor of Business, Emeritus, Regis University, Denver, CO. Baird's research resulted in the development of the *Ethical Lens Inventory*[™], a typology that has been used by more than 500,000 people to determine their ethical preference and leadership style.

