

SEMINAR NOTES

BRUCE WEINSTEIN, PhD

ETHICAL INTELLIGENCE

In this lively, fun and practical seminar, Dr. Bruce Weinstein shows you how to increase your ethics IQ in every area of your life. Over the years, scandals have challenged the public's perception of business, so now more than ever, it's important that we act with honor and integrity. With that in mind, this seminar will cover five simple principles that will strengthen your relationships, promote positive word-of-mouth, and help you make the right decisions every time, everywhere. Through numerous real-life examples, Dr. Weinstein applies the five principles of ethical intelligence to some of the toughest problems you face with colleagues, clients and other valued people in your life.

Dr. Bruce Weinstein, known as *The Ethics Guy*, believes that the key to success in business is having not just emotional intelligence, but ethical intelligence, too. He is author of the award-winning book, *Ethical Intelligence*, and well as *Is It Still Cheating If I Don't Get Caught?* In addition, he is a contributor to Bloomberg Businessweek's Management Blog and The Huffington Post. As a media personality, Dr. Bruce Weinstein has been featured on The Today Show, Good Morning America, CNBC, MSNBC, CNN, Fox News and Fox Business. As a professional speaker, he is in demand across America, helping businesses and individuals make higher-quality decisions at every turn.

Five Principles for Making the Right Decisions Every Time



Bruce Weinstein, PhD



THE FIVE PRINCIPLES OF ETHICAL INTELLIGENCE

1.

2.

3.

4.

5.

CALL TO ACTION!

GIVING & RECEIVING CRITICISM

Giving

1.

2.

3.

Receiving

1.

2.

3.

APOLOGY DO'S AND DON'TS

Making

1.

2.

3.

Accepting

1.

2.

3.