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Leadership and Ethics News Around the World

In line with [our vision of sharing knowledge](#) that improves the way managers lead and live in Africa and the world, we hereby present a section of interesting headlines concerning Leadership and Ethics in the global community for the week ending March 8 2019.



Engaging Ethical Ambassadors On The Front Lines

We all know that tone at the top is important: without legitimate, committed support from senior management, even the best ethics program will fail. When you're a big company with a lot of locations, it's hard to get the word out about your ethical initiatives. The culture is dispersed, many of the employees are remote, and the communication systems are varied. What you need is a person on the frontlines: someone who knows the atmosphere, understands the culture, and can relate to her peers. An Ethics Ambassadors program acts as a pipeline between you and your employees, allowing you to learn from their experiences while they engage with your objectives.

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What It Takes To Be Successful With A Quality-Oriented Strategy

Most successful companies have an outspoken price, quality, delivery or flexibility orientation. By focusing on one, or perhaps a combination of two of these types of value creation in their offerings, they manage to differentiate themselves from others and create a flourishing business. In two earlier articles I summarized these four strategies and wrote about how to succeed with a price-oriented strategy. In this article I continue this series and explain what it takes to succeed with a quality-oriented strategy. Like with price orientation, there are a four major areas to pay attention to when following a quality-oriented strategy: 1. a consistent value proposition, that is 2. aligned with your market, 3. aligned with your operations and 4. aligned with the structural environment of your organization.

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How to Turn Stress Into Success Once You Reach the Top

Many business school graduates see the CEO job as the pinnacle of one's career. As a result, they work hard to get there or, if they feel their path is blocked, leave the big company to become CEO of their own start-up, sometimes with huge success. Yet those who achieve that hallowed CEO status often face enormous unforeseen challenges that make them wonder whether it was all worth it. And with good reason, because these challenges tend to lead to increased stress. This, in turn, has a detrimental impact on their career and home life. However, companies can be coy about their senior executives' health. When a CEO needs to take a leave of absence it is normally put down to "exhaustion" or "overload". It is almost unheard-of for companies to admit this fatigue is due to stress.

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How Generosity Builds Trust

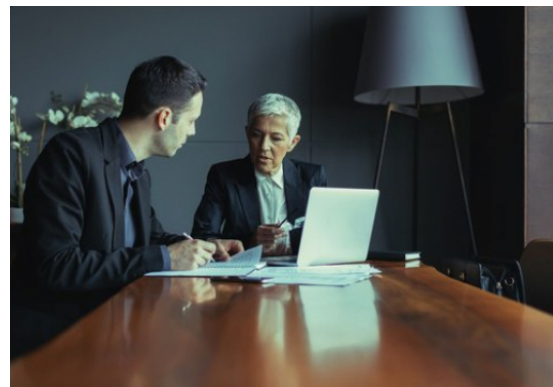
Around the globe, levels of trust are down. Fortunately, ethical leaders can take specific actions to signal trustworthiness. Research shows that when it comes to building trust during a first impression, you can't beat generosity. Only 37%. That is the percentage of people who believe CEOs are credible, according to the 2017 Edelman Trust Barometer. This number plummeted 12 points during 2016, settling at a new all-time low. And this figure is only part of a larger trend. Across society and across the world levels of trust are down—not only in business, but in media, in government, and in NGOs.

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How Values as Principles for Behaviors Can Help Produce Innovation

Every person had a view on what they thought was a value for the company and in the end, we left with no values agreed. The irony was that this was an organization that helped other companies develop better thinking and behaviors, yet they couldn't agree on what made



The Secret to Living a Balanced Life as a CEO? Pick a Strong Second in Command.

Entrepreneurs are not known for having work-life balance. In my experience, trying to find balance as a startup founder is like looking for a real-life unicorn. If you're looking to create something that is disrupting an industry, the path isn't going to be

them who they were. This really isn't as uncommon as one might think. Even organizations that publish a set of values on posters or etched in glass in the reception area of their office have a hard time living them. That's because values can be amorphous: they don't describe the behaviors that put them into practice.

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easy. Building out a new idea practically guarantees imbalance. This is especially true in the early stages of a startup. Prior to joining LegalZoom, I would work 100 hours a week. It was a fast-paced startup world. I had to make certain sacrifices. For example, I chose not to have a family right away, because I knew I wouldn't be able to be the present father I wanted to be.

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The Paradox of Employee Surveillance

For many people, the global financial crisis eroded trust in corporations and government. There was a double-digit decline in trust of large banks in particular, dropping from 69% before the crisis to 49% in 2013 in Edelman Trust data.



These perceptions have ushered in a new paradigm of oversight between regulators and firms, both for banks and big business generally. And this increased oversight of companies has also created new dynamics between organizations and their employees, as executives try to control for any possibility of misconduct.

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Conference

International Conference on Advanced Research in Business, Management and Economics

ICABME aims to bring together researchers, scientists and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Business, Management and Economics discuss the practical challenges encountered and the solutions adopted. [Read more](#)

Call for Papers

Perspectives on Ethical and Sustainable Luxury: Opportunities and Inherent Tensions

This Thematic Symposium pursues the compatibility of ethical/sustainable and luxury consumption from a consumer's point of view. Furthermore, it aims to provide researchers with a theoretical understanding of ethical/sustainable luxury production and consumption, and practitioners with guidance on how to promote ethical/sustainable luxury in order to achieve a more responsible future. [Read more](#)

TASS International Conference on Business Ethics, Marketing, Banking and Finance, Economics & Social Sciences

The theme of the conference is emerging social changes that result from new social dynamics. We invite academicians and scholars from all the relevant disciplines to submit their papers and ongoing research findings to this stimulating and exciting conference.

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