

SPOTLIGHT ON LEADERSHIP, ETHICS AND SOCIAL RESPONSIBILITY

The longtime Bentley themes of leadership, ethics and social responsibility took center stage this spring in two major initiatives. An international search for the Tomorrow25 recognized high school juniors whose résumés include service to school and community. And the first Bentley Leadership Forum drew all-stars from a range of industries to examine the relationship between social responsibility and profitability.

Forum Inspires, Sparks Dialogue

Thought-leaders from the worlds of business, philanthropy, communication and education gathered at Bentley on May 10 to explore a key question for these ethically challenged times: Can social responsibility be profitable?

The inaugural Bentley Leadership Forum, presented in cooperation with *TIME* magazine, featured lively panel discussions moderated by *TIME* writers and editors and by Bentley faculty. A key component of the strategic partnership begun last fall between Bentley and *TIME*, the forum will take place annually.

TIME magazine President Eileen Naughton and Bentley President Joseph Morone welcomed attendees and set the stage for discussion. “What first appeared to be exceptions to the rule now look suspiciously like a deeper, more structural phenomenon,” Morone said of recent corporate scandals. “For educators, the demise of professional integrity strikes at the core of our very reason for existence.”

Ethical concerns are also front-and-center for the global Time Warner enterprise, according to Norman Pearlstine, editor-in-chief of Time Inc. and the morning’s keynote speaker. Issues range from labor relations in overseas facilities to environment-related judgment calls.

“Do we use chlorine bleach to get brighter pages because advertisers love it?” Pearlstine asked by way of example. “Or do we use recycled paper even though it drives up prices?”

Kathryn Brown, senior vice president of public policy development and corporate responsibility at Verizon Communications, urged managers to examine how each decision speaks to the corporation’s core values. Her company, for example, puts a premium on protecting customers’ privacy. If a Verizon contractor is found to be using spyware, she says, “They are not our contractor anymore.”

Several speakers cited leadership as a key part of any organization-wide effort to act with integrity. “In day-to-day decisions, managers

demonstrate what the values of the company are,” noted panelist Lisa Quiroz, Time Warner vice president of corporate responsibility.

Other panelists were Harold Tinkler, chief ethics and compliance officer, Deloitte & Touche; Paul Polizzotto, founder and CEO of Environmental Communication; Wyc Grousbeck, CEO and managing partner, Boston Celtics, Boston Celtics Shamrock Foundation; Meg Vaillancourt, senior vice president, corporate relations, Boston Red Sox, and director, Boston Red Sox Foundation; and Donna Latson Gittens, founder and CEO of causemedia.

The forum luncheon featured Joseph P. Kennedy II and finalists in the Tomorrow25 leadership competition. Citizens Energy Corporation, the company that Kennedy heads, is a model for blending ethics and moral leadership with profitability. He issued a special challenge to the Tomorrow25.

“Do what feels right in your own heart. There are ways to bridge the gap between the needs of the poor and this country’s capitalist system. Take the time to understand the choices before you, and you can make a difference.”

Feedback from attendees was uniformly positive, said Sandra T. King, vice president for marketing, communication and public affairs. “The cross-section of participants in the audience as well as on the panels was exactly the goal of the forum,” she said. “Joe Kennedy stirred the audience at lunch with provocative and interesting insights on capitalism and social commitment. This is the kind of dialogue that we hoped to facilitate.

“The Tomorrow 25 program exceeded our expectations for a first-time event,” King added. “The honorees were as spectacular in person as they were on paper. They engaged easily with their Bentley ambassadors, and everyone was awed by their presence and their successes. We look forward to building on what we learned to plan for next year’s forum, in collaboration with *TIME* magazine.”



Jack Foley Photography

Time Inc. editor-in-chief Norman Pearlstine was the morning’s keynote speaker.

Photos from the day and excerpts of remarks are online at www.bentley.edu/leadership.