

# **Missing the Forest for the Trees: Why Acting Legally and Ethically Matters**



**City of Austin Open Government Symposium  
Austin, TX – April 9, 2015**



# **Chief Compliance Officer at The University of Texas at Austin**

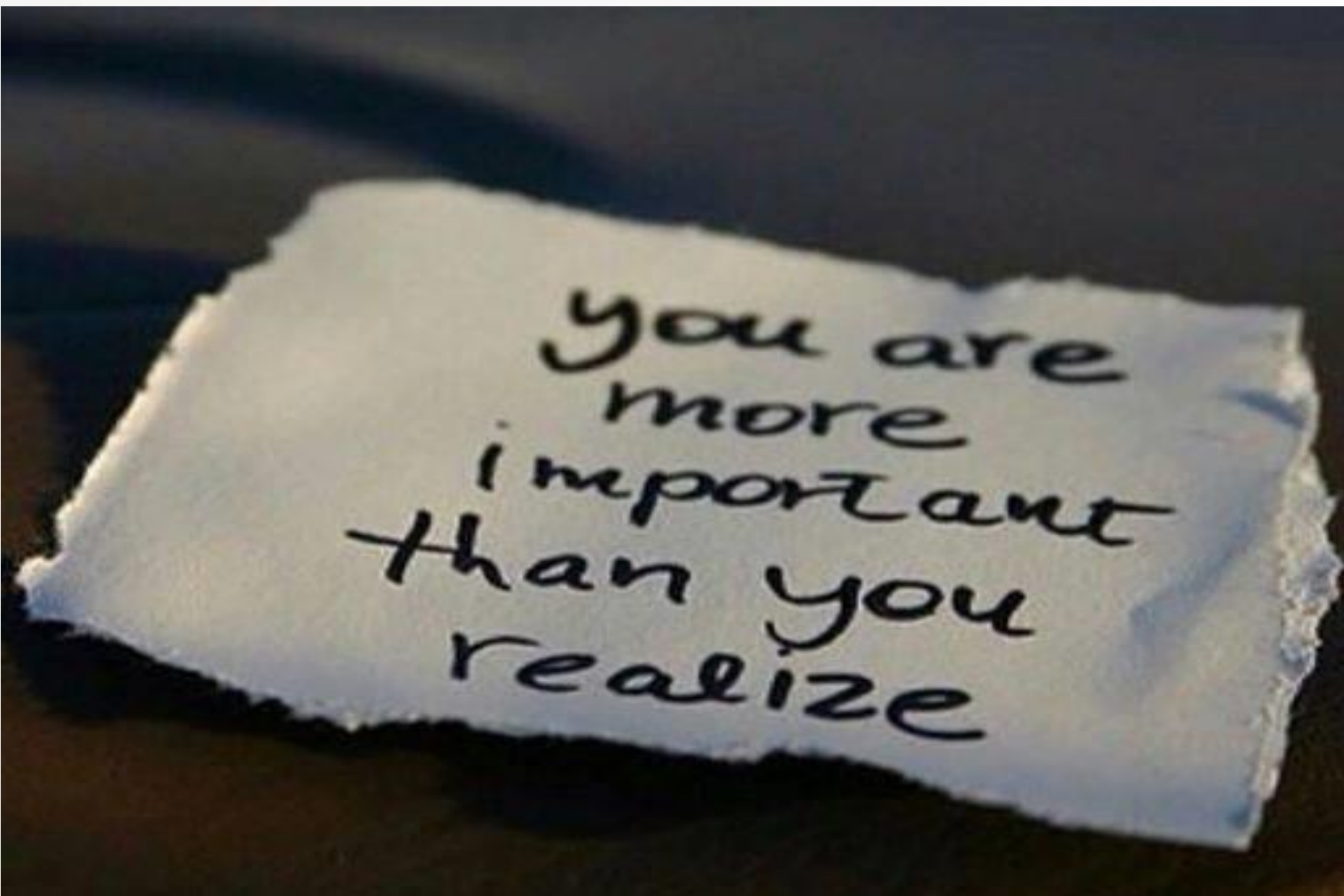






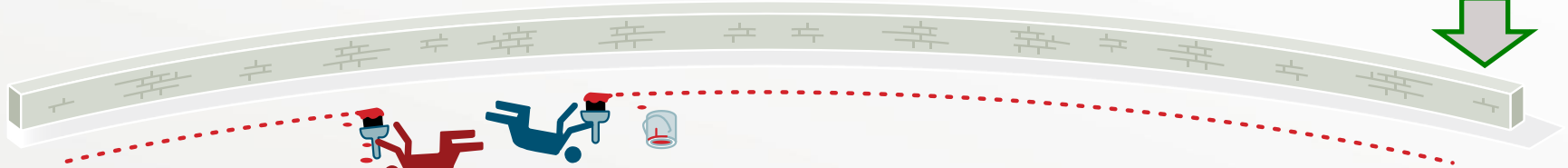
**Small  
things  
make a big  
difference.**



A photograph of a small, rectangular piece of white paper with irregular, torn edges. The paper is placed on a dark, textured surface. Handwritten in black ink on the paper is the phrase "you are more important than you realize", arranged in five lines. The handwriting is a casual, cursive script. The lighting is soft, casting a slight shadow to the left of the paper.

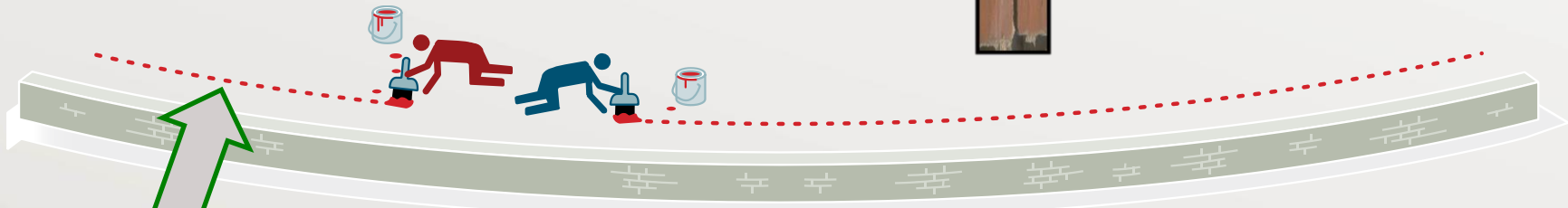
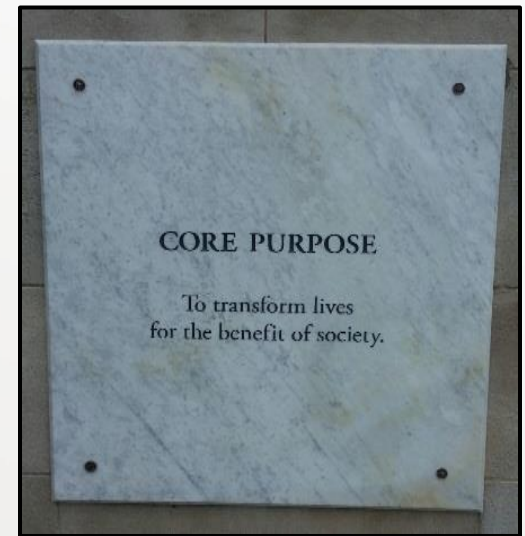
you are  
more  
important  
than you  
realize

ACTING LEGALLY – MANDATED BOUNDARIES



THE UNIVERSITY OF TEXAS AT AUSTIN  
BUSINESS MODEL AND STRATEGIES

OBSTACLES



ACTING ETHICALLY – VOLUNTARY BOUNDARIES

# **Acting illegally and unethically can have serious consequences**

- Death or serious injury
- Criminal liability – fines and prison
- Civil and administrative penalties
  - Financial loss
- Interruption or loss of business opportunities
  - Reputation damage
  - Change of law



**We live in a  
world where  
nothing is  
hidden  
anymore . . .**





**. . . . and  
where  
information  
travels  
at the speed  
of light!**



*The* UNIVERSITY of OKLAHOMA







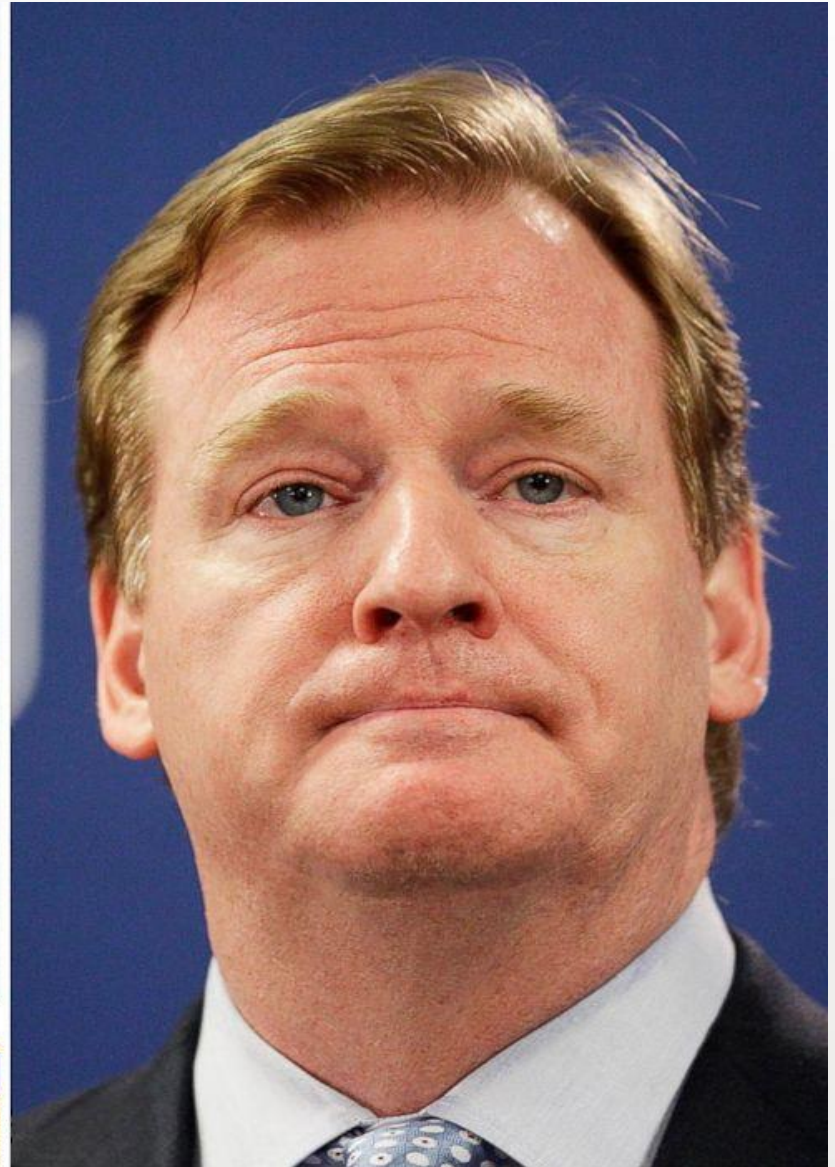
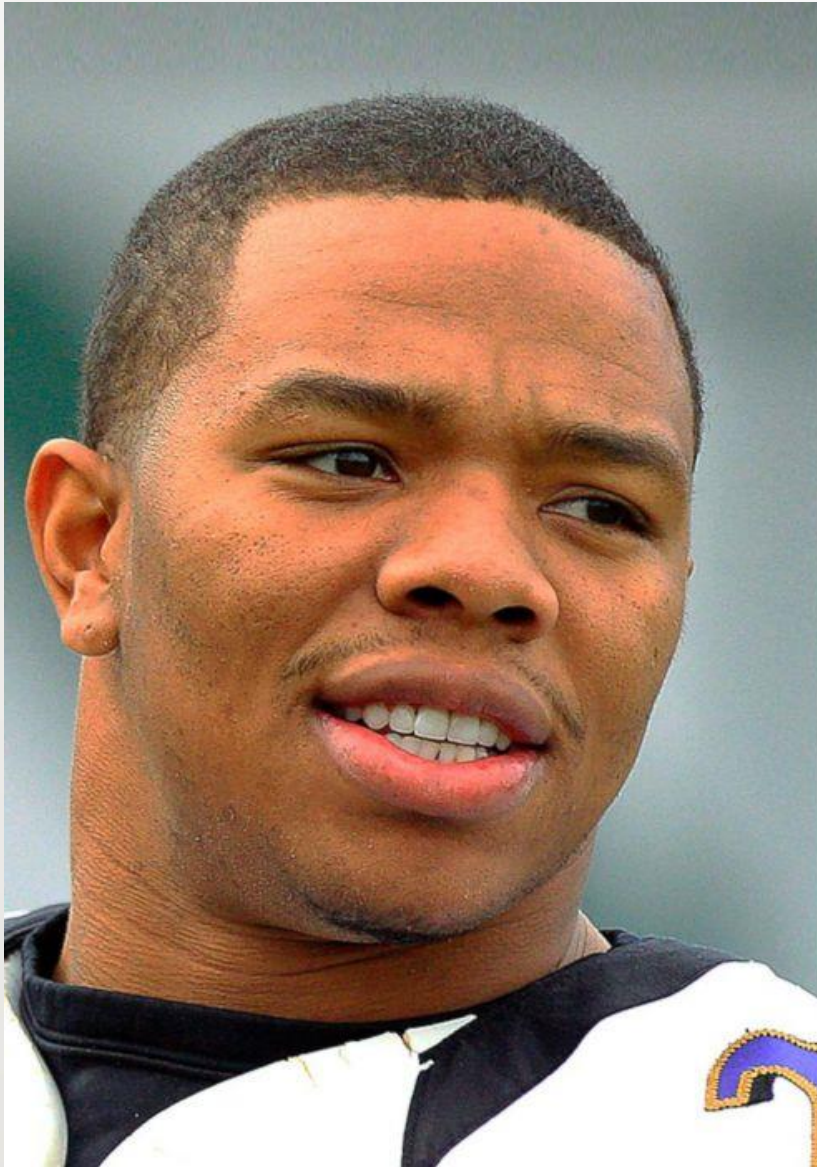
# **Three Compelling Reasons why Acting Legally and Ethically Matters**





**Acting  
legally and  
ethically is  
the right  
thing to do!**









**Acting  
legally and  
ethically is  
good for  
business!**



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# AMBITION

THE JOURNEY OF A THOUSAND MILES SOMETIMES ENDS VERY, VERY BADLY.



**Nobody budgets  
for illegal and  
unethical  
behavior!**



**9.35%**

Return on assets for  
CEOs whose employees  
gave them high marks  
on character

**1.93%**

ROA for CEOs whose  
employees gave them  
low marks

SOURCE KRW INTERNATIONAL, BASED ON ROA OVER A TWO YEAR PERIOD

HBR.ORG



**Acting  
legally and  
ethically  
leads to  
happier  
workplaces!**

The first 5 days after  
the weekend  
are always the  
hardest.





## Good Place to Work/Good Place to Invest

Value of \$1,000 invested in the S&P 500 Index and invested in companies that were rated the "Best Places to Work" by Glassdoor.



Source: Glassdoor | WSJ.com





**Making good choices can  
be complicated**

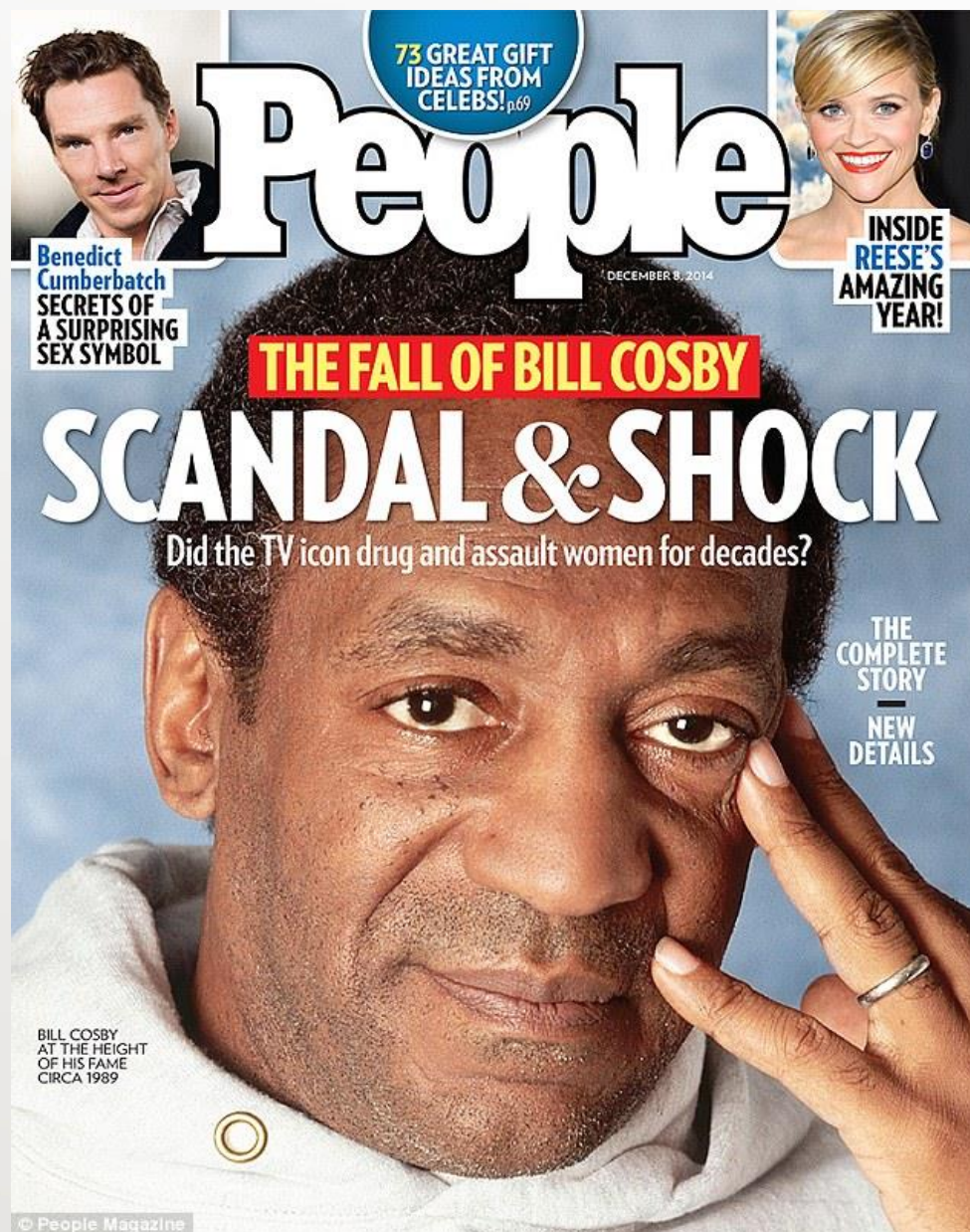




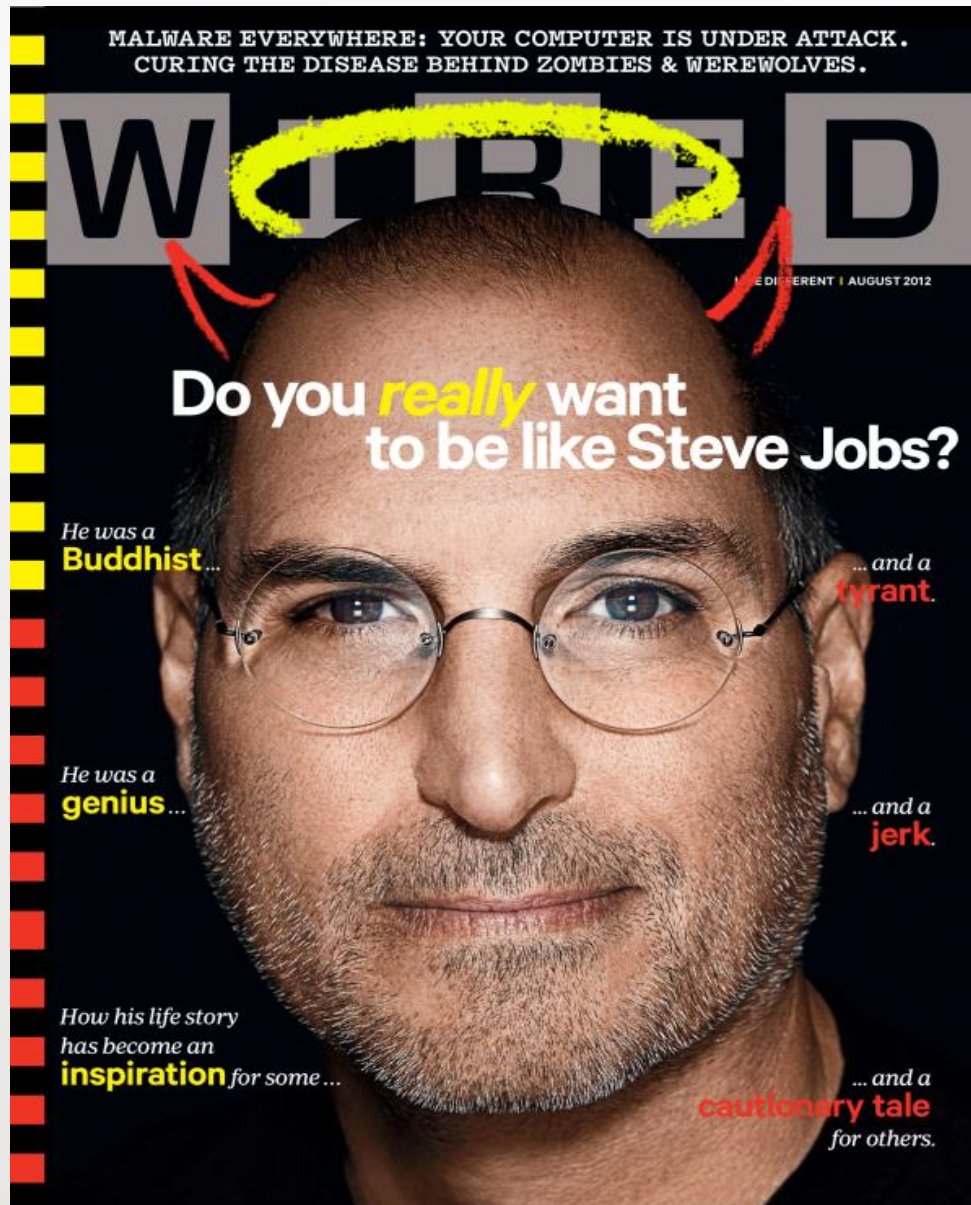
*"I'm neither a good cop nor a bad cop, Jerome. Like yourself, I'm a complex amalgam of positive and negative personality traits that emerge or not, depending on circumstances."*























**BE MINDFUL ABOUT STEREOTYPES!**  
ONLY ONE OF THEM IS A CONVICTED FELON.



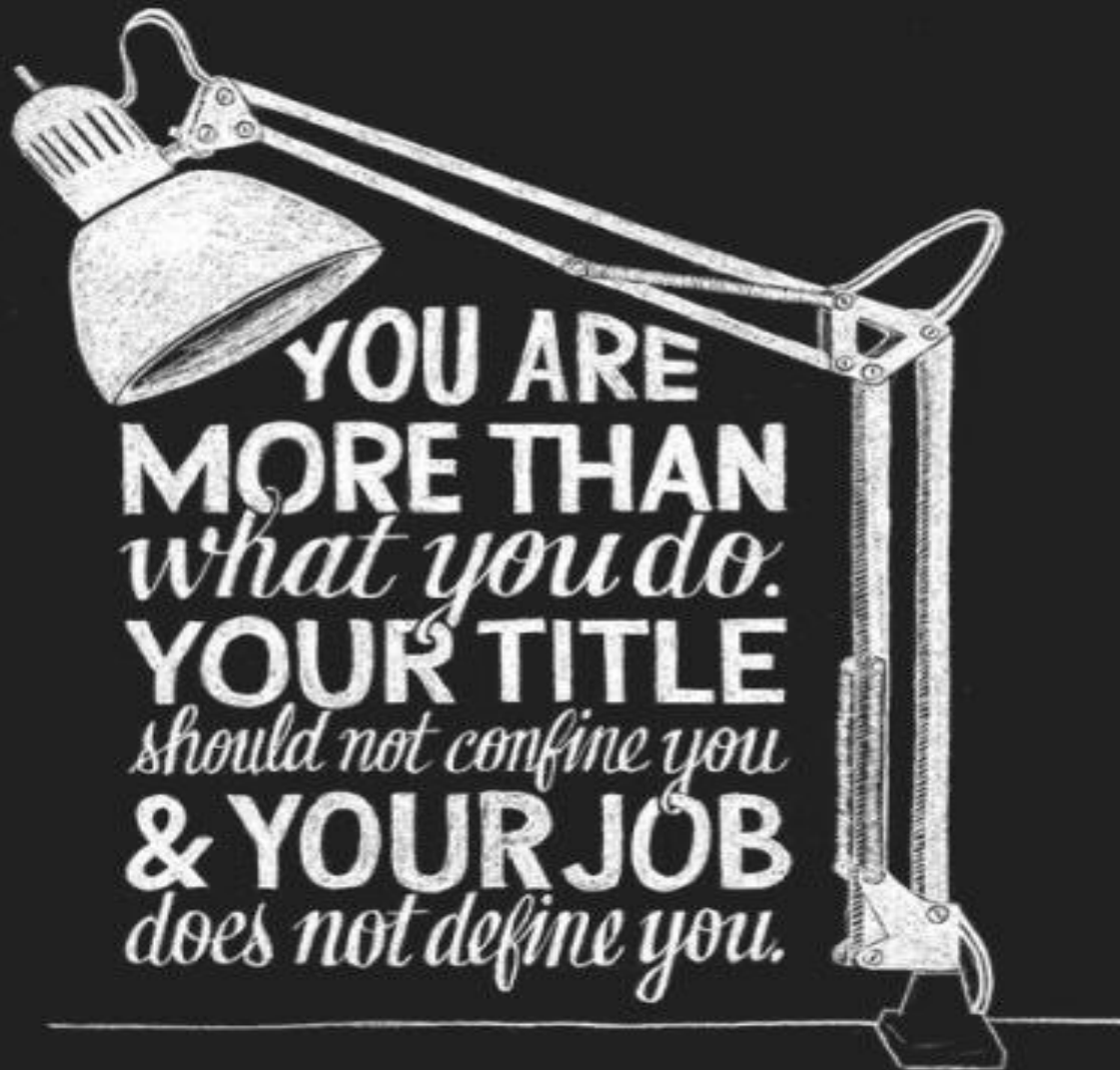


**The important take-aways  
from this presentation**



YOU CAN MAKE A **DIFFERENCE**







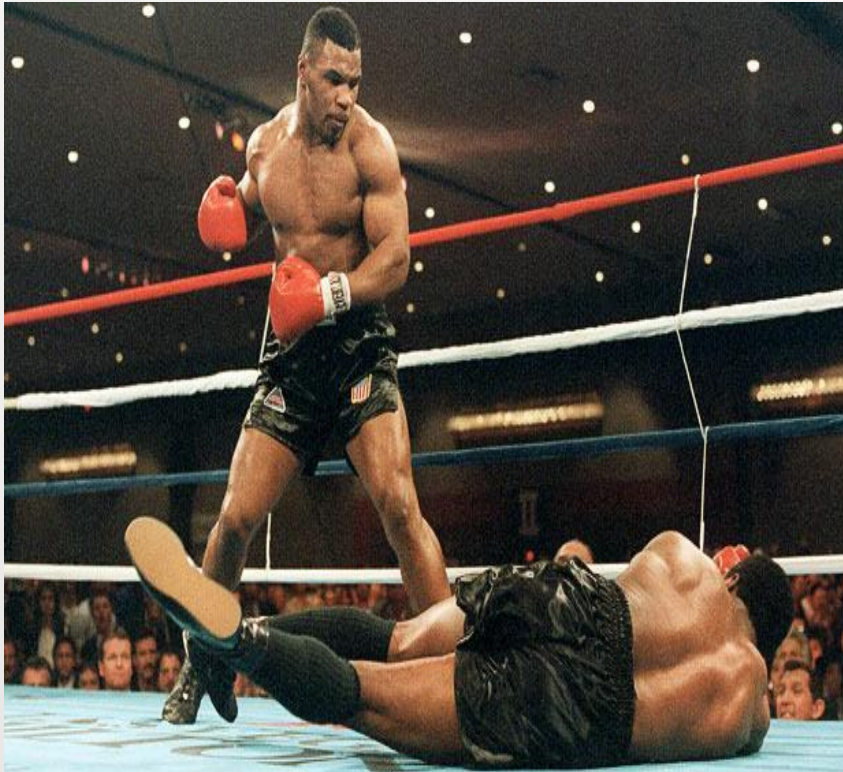


**Some parting words from two  
of the greatest philosophers of  
the 20<sup>th</sup> Century**



***“First they ignore  
you, then they laugh  
at you, then they fight  
you, and then you  
win.”***

**Mahatma Gandhi**



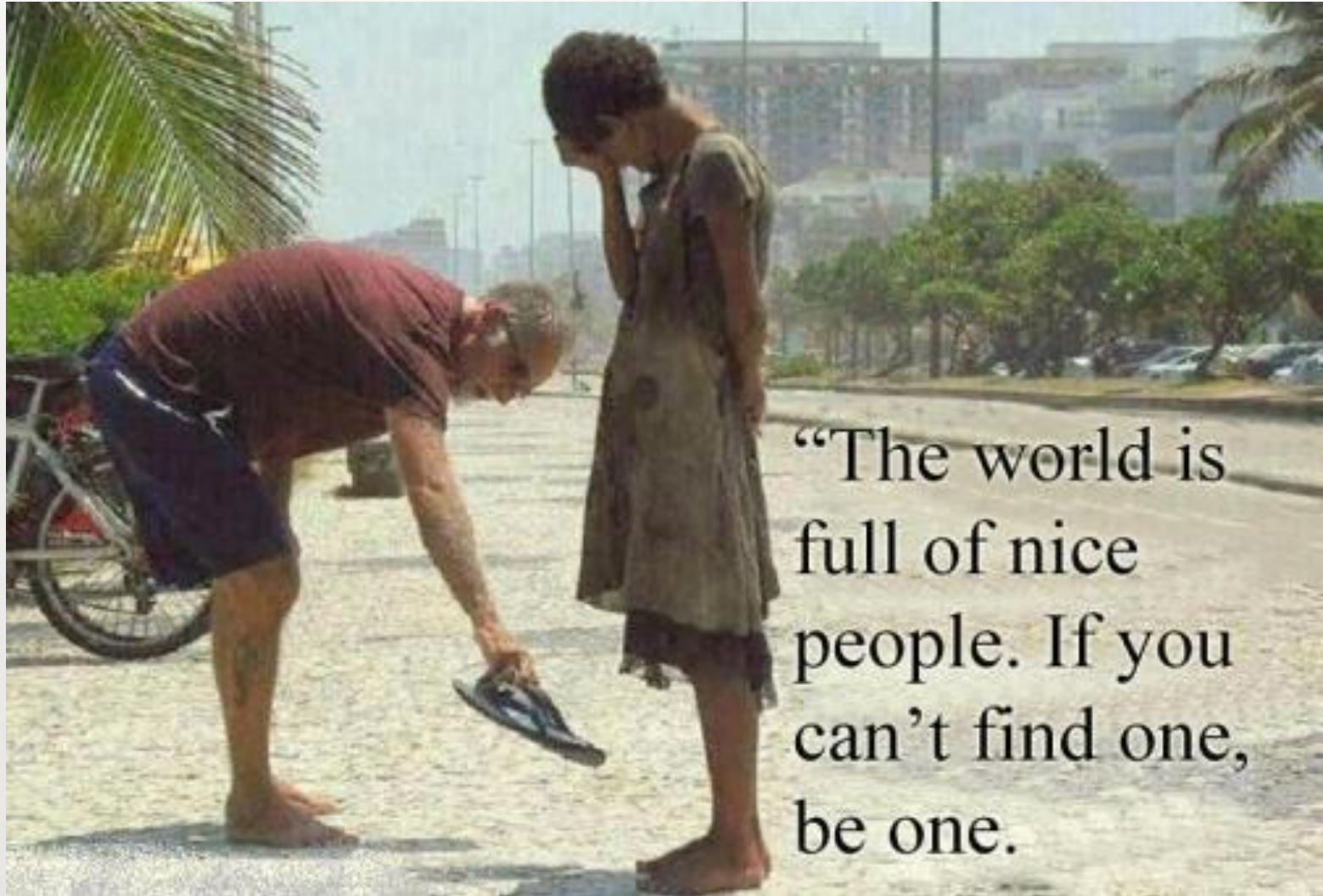
***“Everybody has a  
plan ‘til they get  
punched in the  
face.”***

**Mike Tyson**





**One final thought**



“The world is  
full of nice  
people. If you  
can’t find one,  
be one.”



Thank  
You!