

# EFFECTIVE LEADERSHIP AND ETHICS IN BUSINESS

Presentation by McCombs Elite Eight

MAN336 - Team 5



# Meet the team!



MOHAMMED  
ALAWAMI



JACOB  
GARZA



ASHRITA  
GUDAVALLI



REAGAN  
NGUYEN



BONNIE  
REYES



GARIMA  
TALWAR



SAMHITHA  
THALLURU



KAYDENCE  
THRAILKILL

# Agenda

- ★ Interviewee Profiles
- ★ Leadership in Practice
- ★ Ethics in Practice
- ★ Connections
- ★ Key Takeaways

# **Getting Acquainted: Interviewee Profiles**



## **BACKGROUND**

- Former CEO and Co-Founder of Dumpster Rental Systems
- Currently the Vertical President at Fullsteam
- Business model is to acquire fintech companies, integrate credit processors, and build sales teams
- Strong background in marketing and sales

## **KEY TAKEAWAYS**

- Hands-on leader & leads by example
- Empowers others to lead
- Values the culture of trust
- Likes to stay in touch with every department and knows that no job is beneath him

**ADVICE FOR FUTURE BUSINESS LEADERS:** Don't be afraid to come up with new ideas and never stop learning.

# **JEREMY THRAILKILL**



**DRS**

**FULLSTEAM**

## BACKGROUND

- Former data analyst at Burrell Behavior
- Currently the Manager of Informatics at Aetna CVS Health
- Misty has a strong project management emphasis and has used several certifications to work her way up in the industry

## KEY TAKEAWAYS

- Hands-on & motivational leader
- Values clear communication & respect
- Understands that employees are motivated by different things
- Believes in holding employees accountable while showing empathy

**ADVICE TO FUTURE BUSINESS LEADERS:** Remain disciplined, hold yourself accountable, and stay organized. As a leader, you are going to have a lot of things going on so it's important to know what your day looks like.

# MISTY CASANOVA



## BACKGROUND

- New Development Specialist for Article Student Living
- Started off as a CA and built her way up
- Passionate about marketing, sales, and strategy

## KEY TAKEAWAYS

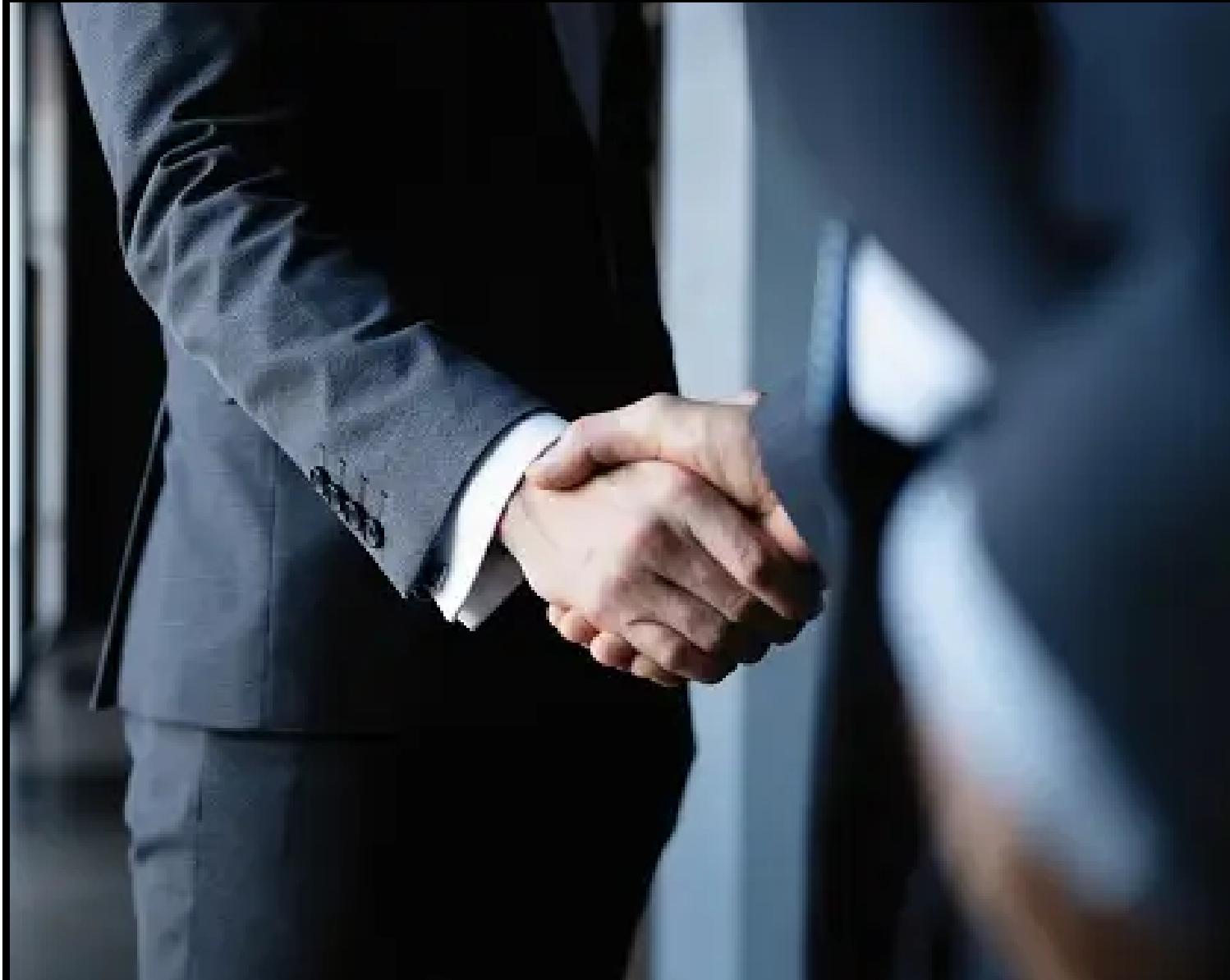
- Leads by example, and get to know your employees
- Empathy and positivity are crucial for a healthy and happy workplace
- Always learning and becoming better by reading books or getting digital certifications

**ADVICE TO FUTURE BUSINESS LEADERS:** Be confident in your abilities, keep up with digital skills, but overall, be an enthusiastic professional and take advantage of mentorship

# SARAH MAXSON

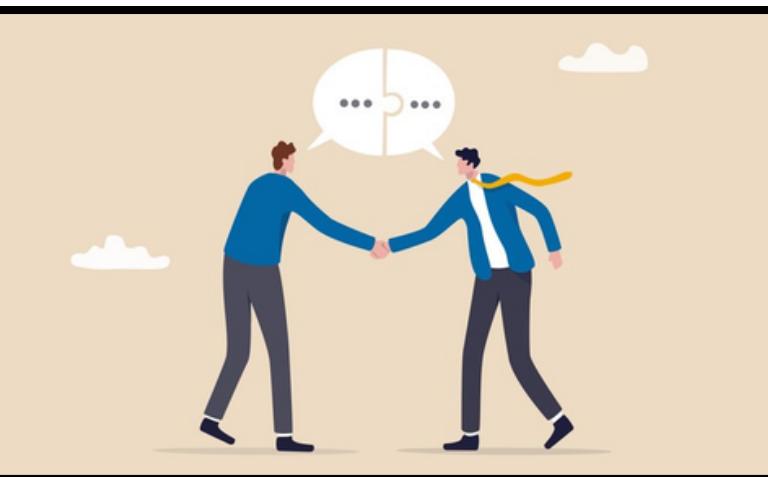


**ASPEN  
HEIGHTS  
—PARTNERS—**



# Leadership in Practice

# Leadership in Practice



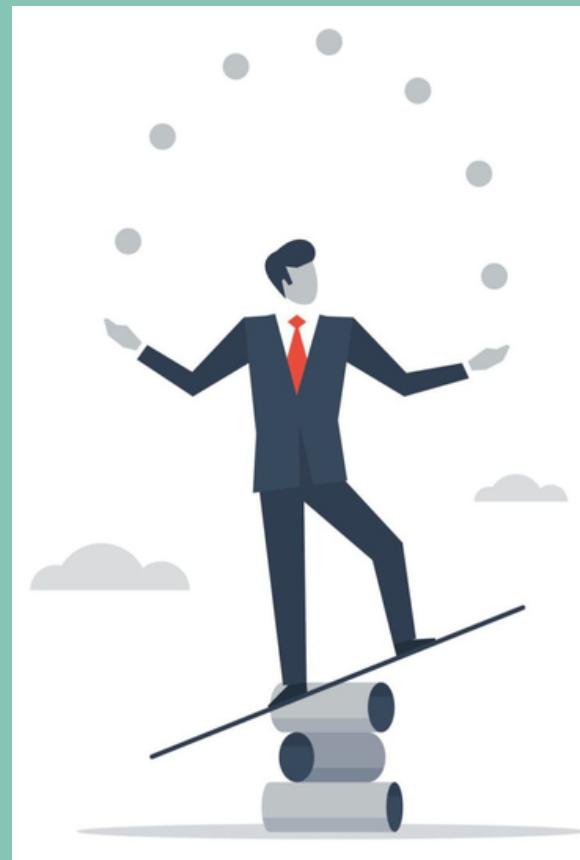
Styles of leadership



Characteristics of a  
Leader

# Leadership Characteristics

## ADAPTABILITY



Permits leaders to understand teams needs and ethically motivate them towards the goals of the company.

## EMPATHY



Empathy fosters communication, trust, and a supportive environment where employees feel valued.

## CURIOSITY



Allows leaders to stay innovative adaptable and capable to navigate changes while inspiring growth within their team.

# Styles of Leadership

## HANDS-ON



- Lead by example
- Transparent and honest communication
- Allow others to also lead

## ACCOUNTABILITY WITH EMPATHY

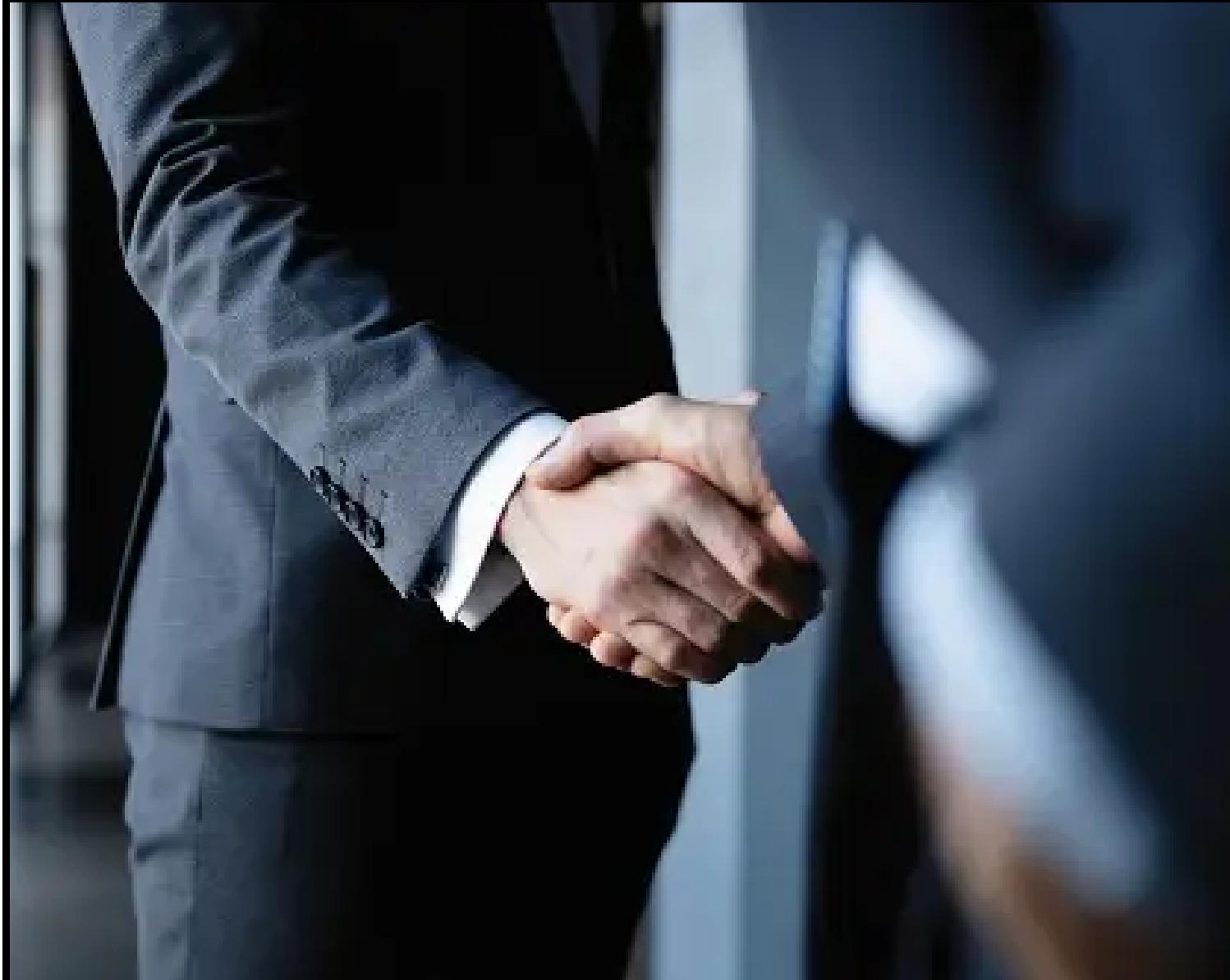


- Keep up motivation
- No micromanaging
- Communicate expectations clearly while showing support

## POSITIVITY



- Notices success
- Make everyone feel welcome
- Have a positive and enthusiastic energy



# Ethics in Practice

# Ethics in Practice



Personal Moral  
Compass



Professional  
Approach



Trust &  
Accountability

## **Trust**

- Business dealings are conducted openly and honestly to foster trust with stakeholders about company practices, performance, and challenges
- Build trust with customers, employees and partners by consistently delivering on promises and commitments
- Lead by example by adhering to ethical principles and values, setting the tone for the entire organization and encouraging trust among employees and stakeholders.

## **Accountability**

- Define roles and responsibilities clearly within the organization
- Measure progress and hold individuals and teams accountable for achieving goals by implementing performance metrics and KPIs
- Foster a culture where mistakes are seen as opportunities for learning and improvement rather than reasons for blame, encouraging individuals to take ownership of their mistakes

## Professional Approach

- Code of Conduct and Ethical Policies
- Ethics Education Training
- Learn how to be fair

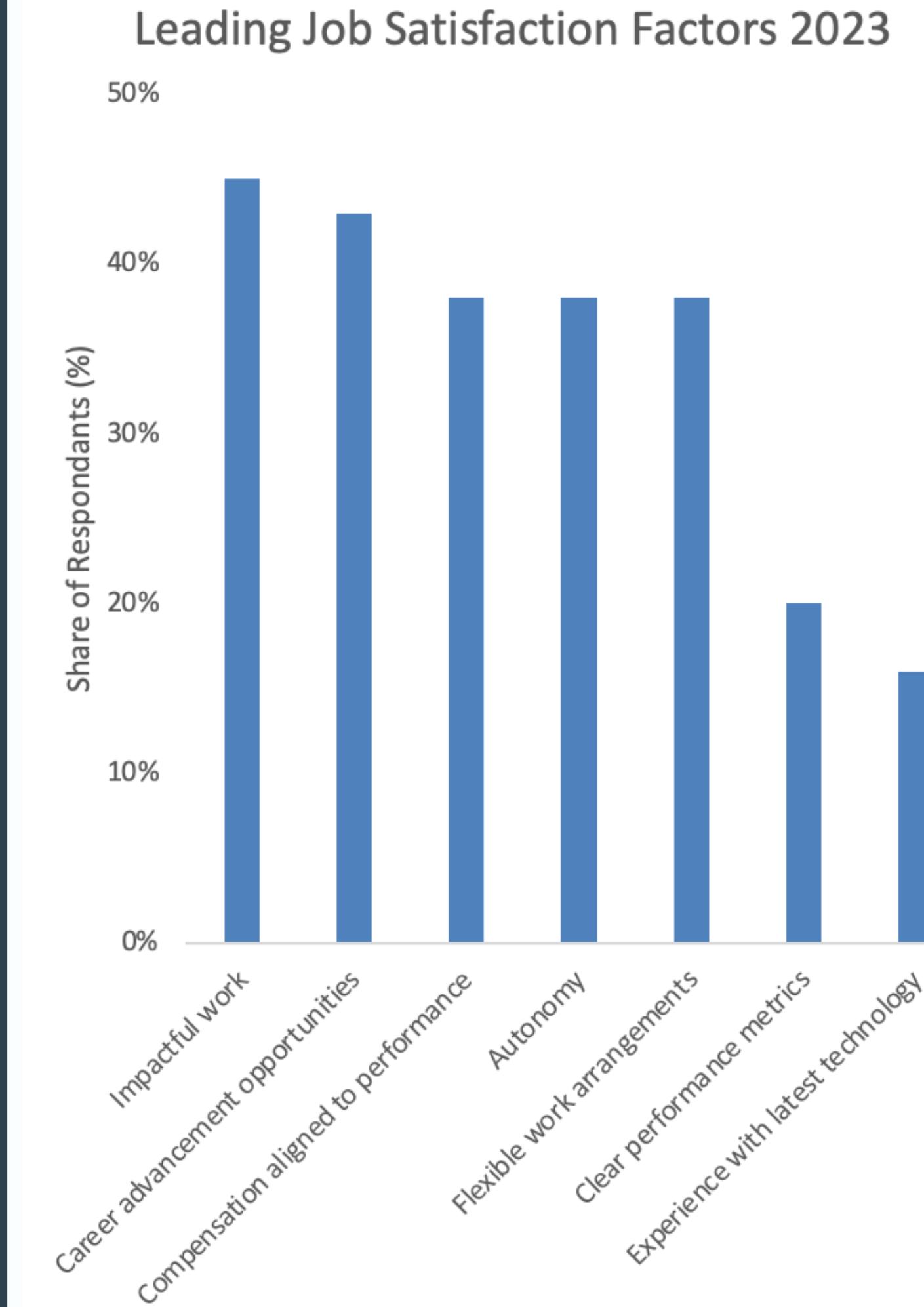
## Personal Moral Compass

- Leaders serve as role models
- Employees learn workplace ethics from their employers
- Empathy and Forgiveness

# Connections to Concepts

Employees require a combination of intrinsic and extrinsic motivation factors. Hire on intrinsic factors and promote success with extrinsic motivators.

Source: Statista



# Connections to Concepts

A happy workplace leads to greater productivity, innovation, and decreases employee turnover.

But most of all, it keeps your employees... happy!



# Key Takeaways

## Leadership

Adaptability

Empathy

Curiosity

Communication



## Ethics

Maintain culture of trust

Reference company policies

Motivational and empathetic approach



## Advice

Embrace motivation

Maintain discipline

Stay confident

# Thank You!

## Any Questions?

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# References

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