

Voiceover Line	Visual Description
This is the story of Enron Corporation.	A simple illustration of the Enron Corporation logo in the center of the screen. The logo is in dark blue color.
Named "America's Most Innovative Company" for six consecutive years from 1996 to 2001 by Fortune. It earned a superstar status & became the seventh-largest company in the U.S.	A series of six small illustrations of Fortune magazine covers from 1996 to 2001, each displaying the Enron Corporation logo with #1 ribbon on the corner of the image on the cover. The background is light blue, and the logos are in white color.
An organization with integrity as one of its basic pillars became deluded by its own success, leading its executives to commit institutionalized, systematically planned accounting fraud.	A board room with dark, shadowy characters, dressed in suits sitting at a circular boardroom desk in the middle of the screen, representing Enron executives, and the Enron Corporation logo on the center of the table. Stacks of money are piled on the table.
The corporation made itself appear more profitable on paper than it was, while also hiding its losses.	A crack appears and spreads across the table, signifying the corporation's loss of integrity in the pursuit of money.
But as soon as the truth came to light, Enron's stock dropped from \$90 to a few cents per share in a matter of months. The company came crashing down with its bankruptcy on Dec. 2, 2001 along with several executives who were charged with various financial crimes.	Show this sequence of newspaper front pages in a collage with actual headlines detailing the journey of the crash from the first discovery to the declaration of bankruptcy. cracks
This example makes us wonder: Why do even the most successful institutions led by some of the most experienced leaders compromise on their integrity?	An illustration of a person standing at a crossroad, with two paths leading in different directions. One path on the left is shown pointing to a positive, hard working, honest work space. The other path is pointing to a darker, greedy, corrupt office space. There is a third path in the middle which has elements from both paths. The person is shown hesitating and pondering which path to take.

<p>We all have an internal compass, which guides us as we maneuver through life making decisions and modeling behavior. This compass is our biggest ally in practicing integrity at the workplace.</p>	<p>An illustration of a compass on top of the character, and before the crossroads. The needle of the compass points wavers left and right and the character is shown with a thought bubble</p>
<p>Psychologists have observed that when people begin to excuse their behavior with logic, their internal compass stops aligning with integrity.</p>	<p>Show a character that in a court witness stand. They have a dialog bubble over their head and on the other side they have their angel version of their conscience asking them questions.</p>
<p>We hear statements such as “Oh it's no big deal to lie a little on your resume, everybody does that” “Wait, we can't tell the client about this loophole, they might pull the plug”</p>	<p>We see the same character in an office space sitting on a desk, looking at a document, and then putting it inside the bin next to him with a stoic expression and</p>
<p>But, we have witnessed it time and again that when integrity is compromised, the long term repercussions are inevitable and unavoidable.</p>	<p>We show this character now with the devil part of his conscience on his shoulder, and the dark shadows start creeping into the scene from the corners till the entire scene turns black</p>
<p>Here are a few simple yet indispensable integrity rules to help keep our internal compass in check.</p>	<p>[This is the main take away part] Show the integrity blocks - Reference - with each block having the icon of the theme of the integrity rule. In white stacking one by one and glowing and the black shadows going away.</p>
<ul style="list-style-type: none"> Do the right thing even when no one's watching. 	<p>Zoom into the first block, fade out the rest.</p> <p>Show a character finding a wallet on the ground, picking it up and having a thought bubble, before raising their hand with it</p>

<ul style="list-style-type: none"> Assume ownership and responsibility. 	<p>Zoom into the second block, fade out the rest.</p> <p>Show a different character along with other characters in a ship in very turbulent waters. Show them taking charge of the ship wheel.</p>
<ul style="list-style-type: none"> Practice and encourage open communication. 	<p>Zoom into the third block, fade out the rest.</p> <p>Show two characters, facing each other, with arms on their waist and dialog bubbles with (*#&^#), (@%\$#) and a wall between them. Show the wall fading, the two characters going into more neutral body posture and dialog bubbles with (....)</p>
<ul style="list-style-type: none"> Strive to consistently deliver high-quality work. 	<p>Show a character facing a whiteboard with squiggles etc on it and on top there are four stars which they are rewriting to make five stars</p>
<ul style="list-style-type: none"> Be honest at all times. 	<p>Show a character with their hand on their heart</p>
<p>Remember, constantly aligning our internal compass with integrity is the only way to real, lasting growth.</p>	<p>//Flash-back// An illustration of a person standing at a crossroad, with two paths leading in different directions. One path on the left is shown pointing to a positive hard working honest work space. The other path is pointing to a darker, greedy, corrupt office space. We show the character walking towards the positive hard working honest space.</p>

Let's make integrity the foundation of our success.

//Resolution// Fade to this office space having a diverse group of characters with different skin tones, clothing, and hairstyles, with the blocks in the take-always section creating some or all of the furniture of the office space.