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# Ethics and Sustainability Leadership

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## Objectives

1. To develop students' leadership to its full potential
2. To decode the role of values and ethics in business decisions
3. To elaborate innovative strategic approaches towards sustainability in business

## Description

This is a transversal course about the leading edge issues of business life. Starting with yourself, we work to ensure that your future success as a leader becomes part of your own accomplishment: there is no true victory against yourself.

We then tackle the deep motivations behind business decisions and the many opportunities for failing to decide what you truly want and can do. Beyond the paradigm that business is just about making money, we decode the intricate discourses that can hide the most difficult challenges leaders are facing today. We identify and practice the attitudes and actions that you can choose to proactively adopt in order to express your full potential and become an inspiration for others.

Often more powerful than institutionalized political powers, business is now an actor at the most global level: the planet. We learn to think this new systemic dimension so as to participate actively in the current transformation towards sustainable business. This is where the true opportunities for growth and innovation await for you.

## Contents

- 1. Leadership**
  - > The role, meaning and importance of values
  - > The influence of the organizational context on your decisions
  - > Defining your personal values and your personal success
  - > Voicing and acting upon your values in a business context
  - > Inspiring others with your own power and vision
- 2. Ethics**
  - > The many uncomfortable paradoxes of ethics
  - > The handling of corruption in business
  - > Myths and reality of Corporate Social Responsibility
  - > The power and spirit of Money
  - > Risks and promises of the technological dream
- 3. Sustainability**
  - > The challenge of thinking like the Earth
  - > Energy and the importance of fossil fuels
  - > Where is away? The necessity of a circular and collaborative economy

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- > Business sustaining the web of life
- > For-profit transformations towards sustainability

## Methodology

The course builds on my teaching to MBAs and executives around the world, at UPF, INSEAD, Cambridge University and in Asia. The method is inductive in the sense that students are the masters of their learning process, reaching out for the knowledge that is appropriate to their own development, intellectual interests and life projects. The method is also experiential in the sense that the learning requires more than concepts but involve emotions, attitudes and ability to act in practice. Therefore, the difficulty lies in opening yourself to the full potential you have within and, from there, dare to reach out towards others and the real life in order to make your contribution. In this process, there is no intellectual hierarchy between students and faculty, as we are all equal in attempting to make our life a successful and meaningful one.

## Evaluation criteria

Before classes, preparatory work is proposed which can be handed in and later discussed with the professor. After classes, both students and professors evaluate their own work in order to measure interest, effort and learning according to a smart evaluation form. A project, individual or in group is presented at the end of the course. There is no exam.

## Bio of the professor

A former professional athlete and executive in an oil company, Marc Le Menestrel is a decision scientist who works on rational behaviour, the foundations of measurement and ethical business. He is especially interested in the articulation of economic values with subjective values such as ethical values, aesthetic feelings, cultural tastes or spiritual concerns.

In his teaching to students and executives, Marc unveils and analyzes the multiple roles of values in decision-making, empowering participants and companies to align their decisions and strategies with their values and dreams. Leading companies from various industries around the world and prestigious academic institutions are using his expertise and innovative pedagogical approaches, which are inspiring senior executives in search of both performance and meaning.

Marc holds a Ph.D. from INSEAD. He is Associate Professor at the Department of Economics and Business of Pompeu Fabra University (Barcelona, Spain) and Visiting Professor of Ethics at the Social Innovation Centre of INSEAD (Fontainebleau, France). He has launched WeDreamBusiness, a website initiative aimed at inspiring young business students worldwide.



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Marc is still a rock-climber of deep passion. He has been climbing all his life and has extensively travelled opening and repeating some of the most renowned and hardest climbing routes in the world. He lives in Barcelona with his wife and their two daughters.