



THE AMERICAN COLLEGE

CARY M. MAGUIRE

CENTER FOR ETHICS

IN FINANCIAL SERVICES

Our Mission

TO RAISE THE LEVEL OF ETHICAL BEHAVIOR IN THE FINANCIAL SERVICES INDUSTRY.

Vision

To promote ethical behavior by offering research and programs that go beyond the rules of market conduct to help increase awareness of ethical issues by individuals and companies and support them to think critically about ethical solutions for the benefit of society.

Guiding Principles

- **Independence.**
We advocate for ethics.
- **Pro-business, high-standards.**
We are a trusted resource on expert knowledge.
- **Applied knowledge.**
We are solutions-oriented.

Center Activities

- Original research on business ethics topics relating to managing stakeholder interests and addressing business model risks
- Annual Forum on Ethical Leadership
- Annual Ethics Workshop incorporating the Center's research and opportunities for engagement
- Webinars on business ethics topics in the financial industry
- *Ethically*, our monthly newsletter, on the latest in ethics and management in financial services
- Corporate service offerings and programs
 - Ethics workshops/trainings
 - Culture assessment
 - Custom leadership retreats

ALLIANCE FOR ETHICS IN FINANCIAL SERVICES MEMBER BENEFITS

Members of the Alliance for Ethics in Financial Services contribute annually to provide financial support and intellectual capital to advance the mission of the Center. Members are encouraged to develop multi-year financial commitments to support continuous innovations within the Center.

Visibility and Recognition

- Recognition as a thought leader and supporter of ethics in the financial services industry
- Company logo featured in the Center's monthly newsletter
- Company logo posted on the Center's website
- Engage with CEOs and senior leaders from financial services firms who share our commitment to business ethics
- Complimentary invitation to participate CEO fireside chats and other webcasts

Research and Programs

- Complimentary attendance to the annual Ethics Workshop
- Access to a database of consumer insights on trust in financial services
- Discounts on Maguire Center corporate service offerings and programs
- Invitation to contribute to the direction of Maguire Center's research agenda
- Access to the Maguire Center for Ethics staff as a private sounding board for assistance with workplace ethics challenges
- Opportunity for your firm to participate in data collection and research to benchmark progress compared to your peers

CURRENT ALLIANCE MEMBERS

To join or for more information, email Ethics@TheAmericanCollege.edu.



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