Financial and/or Ethical Crisis: Values and the Future of Business (Lecture 7: Lecture, May 30, 2016)

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http://84.89.132.1/~lemenestrel/Financial-and-or-Ethical-Crisis.html
The C.E.O. of the Big Bank has to decide about his strategy in the face of an international effort to regulate financial markets. Will he

1) aggressively fight the politics and work on public opinion in order to avoid regulation?

2) wait and see while communicating good intentions?

3) align with the political effort and turn it into an opportunity to meet stakeholders' expectations and re-invent the Big Bank?

During the meeting, the Big Bank is the subject of an international grass-root campaign from activists who fight against financial injustice and for increased accessibility of the poor to financial services. Media and financial analysts are already asking for the Big Bank's reaction

Required reading


If you want to know more

The fire power of the financial lobby: The financial industry employs 1.700 lobbyists and spends Euros120 million a year to influence the EU - at least, Corporate Europe Observatory: Exposing the power of corporate lobbying in the EU. April 9th 2014

Also on my website

Can You Teach Ethics to the Big Bank?

Assignment

Suppose you are the CEO of the Big Bank. Considering the following 3 questions, prepare a speech for the CNN Interview (Approx. 300 words):

1. Is the Big Bank supporting the tax or fighting it? Why?

2. Do you agree with the protesters demanding more financial justice?

3. What is your position regarding paychecks, payday checks and credit card fees?

Slides for the Session

A Typical Journey: One slide to approach the dynamics of emotions during the learning process