



#YALILEARNS



**YALILearns Session
Facilitation Guide**

**FUNDAMENTALS OF
RESPONSIBLE LEADERSHIP FOR
ENTREPRENEURS**

Your Guide to Facilitating a Session on Ethical Business

This guide will help you lead a session on responsible business practices through the YALI Network Online Course, "[Fundamentals of Responsible Leadership for Entrepreneurs](#)." This guide is designed to help your audience understand how to maintain transparency and good governance in a business or organization.

Total Time: 80 Minutes

Introduction (5 minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to help business owners become successful entrepreneurs.
- Briefly share why you are interested in entrepreneurship and business ethics.

Icebreaker: Introduce Yourself in 20 Words or Less (10 minutes)

- Have participants choose a partner and introduce themselves in 20 words or less by addressing the following points: name, where you are from, what you are passionate about, and what your business or business idea is.
- Ask participants to switch partners after one minute. Repeat this three or four times.
- After several introductions around the room, attendees should have a good idea of who their fellow participants are, even if they have not been introduced to everyone.

Watch Lesson One: "[Basic Principles of Ethical Business Leadership](#)" (12 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- A code of conduct is a policy statement that outlines the values and behavior expected from all of the people involved with a business. Does your business have a code of conduct?
- Consider the Business Ethics Field Guide. Is your business equipped to navigate and survive ethical dilemmas according to the eight steps recommended?



Watch Lesson Two: “[Framework for Ethical Team Building](#)” (10 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Consider your business and your everyday interaction with people around you. Can you think of any inherent biases that you might have overlooked previously? Recognizing this is a step toward becoming more open and inclusive as an entrepreneur.
- Have you ever had to deal with someone you found “difficult”? What did you consider made them “difficult”? If you were to assess your inherent biases, would you address this “difficult” person differently?

Watch Lesson Three: “[Avoiding Pitfalls and Managing Your Business Ethically](#)” (6 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Reflect on your values and those of your business. Are they based on the principles of fair play, respecting the rule of law, human rights, and social responsibility?
- If you have these corporate value systems integrated into your business or projects, do you operate according to these values every day? How about your interactions with customers? Suppliers? Investors? Do your employees demonstrate that they know and adhere to these values?

Wrapup (5 minutes)

- Thank participants for attending and briefly restate the importance of understanding the various ways to work toward an ethical and responsible business and business leadership.
- Encourage participants to sign up for the YALI Network at yali.state.gov.

