



Ancient Wisdom for the Modern World

- Create positive cultural change.
- Promote enthusiasm and win loyalty.
- Drive productivity and reduce risk.
- Make your brand image shine.

What is the Ethics Advantage?

- Unhealthy company culture in the U.S. costs **over \$550 billion annually** in productivity
- Fortune's 100 *Best Companies to Work For* beat the Russell 1000 index over ten years by **nearly 5%**
- Increased company net value from retaining a sales person for three years: **as much as \$1.3 million**
- Top 40 public companies ranked *Best Places to Work* in 2019 by *Glassdoor* beat the S & P by **400%**

**What do employees say they want
most in a job?
A boss they can trust.**

**Today 58% of employees say they
would trust a total stranger more than
their own boss.**

Are you an ethical leader? Don't be one of the 58 percent!

**Employees working for companies ranked
in the top 25% for trust reported:**

- 106% more energy on the job
- 50% more productivity at work
- being 50% more likely to stay in their jobs
- feeling 70% more aligned with their companies' purpose
- being 41% less likely to depersonalize coworkers
- Experiencing 40% less burnout

TRANSFORM YOUR COMPANY CULTURE WITH THESE INTERACTIVE PROGRAMS:

Grappling with the Gray: *Build Trust and Drive Productivity through Ethical Leadership*

- Eliminate the Causes of a Toxic Workplace
- Inspire Passion, Loyalty, and Cooperation
- Energize Your Team and Make Your Brand Image Sparkle

The True ROI of DEI: *Create a Culture of Collaboration Through Ethical Intelligence*

- Bridge Differences to Foster Civility and Respect
- Harness Diverse Talents to Create a Cohesive Community
- Build a Society Greater than the Sum of its Parts

Fix Your Broken Windows: *Little Tweaks Yield Big Payoffs Through Ethical Communication*

- Develop Good Habits to Promote a Vibrant Work Environment
- Foster Clear Communication to Ensure Understanding
- Drive Positive Change to Revitalize Your Organization

"Yonason's virtual presentation was EXCELLENT! It surpassed even my lofty expectations. His program was both highly relevant to today's environment AND timeless. Thank you, Yonason!"

Kristin Bolton, Vice President, Fidelity National Title

A rabbi walks into a bar...

... (after hitchhiking cross-country and sailing up the eastern seaboard in a yacht seized by the Coast Guard for drug trafficking) to enjoy a private performance by a jazz band that cost him the price of a beer.

No, this isn't a joke. This is a life. And it's only one small piece of it.

Rabbi Yonason Goldson has circumnavigated the globe, seen the Taj Mahal, the pyramids of Giza, and the tea plantations of Sri Lanka.

He's hiked to the bottom of the Grand Canyon and to the tops of the Sierra Nevada. He's jumped out of an airplane and undergone open-heart surgery (but not at the same time).

Discover how his unique blend of ancient rabbinic wisdom and modern insights provides a roadmap to guide you and your team on the pathways of success and happiness. Actualize your potential to create a vibrant, respectful work culture characterized by collaboration, productivity, and common purpose.



"Most entertaining ethics presentation I've ever heard in 30 years."

CJ Gallihugh, Behavioral Interventions, Inc.
Indiana Association of Behavioral Consultants

"In an era of meeting-fatigue, Yonason kept us engaged with practical takeaways that resonated with the attendees."

Joyce Weru
DC SHRM

"Wow... captivating, interesting, thoughtful, and profound."

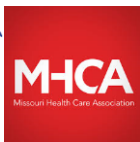
Patricia Fripp, CSP, Hall of Fame speaker
National Speakers Association past president

Coaching and Development Programs

- *The 4 Muses of Ethical Decision-Making* – Recognize consequences, options, and alternatives
- *The 6 Qualities of an Ethical Leader* – Replace benighted despotism with enlightened nobility
- *The 12 Steps to Ethical Recovery* – Transform company culture through trust and empowerment

[Click here](#) to book Yonason now! Or schedule a free clarity conference today.

Clients include:



314-489-5380 ninja@ethicalimperatives.com <https://www.ethicalimperatives.com/>