

Standing TALL: What Do YOU Stand For?

*A journey of
self-discovery
for business
people who
want to be
principled
leaders*



KENT NOBLE

*Executive Director
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CENTER FOR COWBOY
ETHICS & LEADERSHIP

SINCE WHEN does a workshop on business ethics leave participants feeling the experience has been “amazing,” “inspiring” and “life-changing”?

But with its fresh, personalized approach, **Standing Tall** is an experience surprisingly different from what you might expect. Rather than focusing on ethical rules, this half-day interactive session guides you in:

- Reflecting on what matters most to you
- Exploring the core values you want to stand for
- Defining the personal code you want to live by.

In short, it will inspire you to become a better version of yourself—someone who can “stand tall” and move through your day with pride, knowing that you are being true to your beliefs. At a time when it feels as if ethical standards have plummeted and the whole world is upside-down, you can find grounding in the values you hold deep at the core.

Standing Tall is a thought-provoking shared experience anchored in the common-sense principles of the Code of the West, and the belief that true integrity can only come from within.

As Jim Owen put it in his book, *Cowboy Ethics*,

If we want to encourage better ethical practices...we need something that will touch the deepest part of us—something that will make us want to do better and be better than we are.

Focusing on your own set of personal principles—the inner compass that will help guide you in both your life and your career—is what this workshop is all about.



JAMES P. OWEN

*Founder and Chief
Inspiration Officer*

CENTER FOR COWBOY
ETHICS & LEADERSHIP

DEFINE

YOUR OWN

“CODE TO LIVE BY”

*For more information
or to schedule, contact
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FOR MORE INFORMATION ABOUT THIS PROGRAM AND MORE, VISIT WWW.COWBOYETHICS.ORG

Join the Community of the Code—and Make a Pledge to Yourself

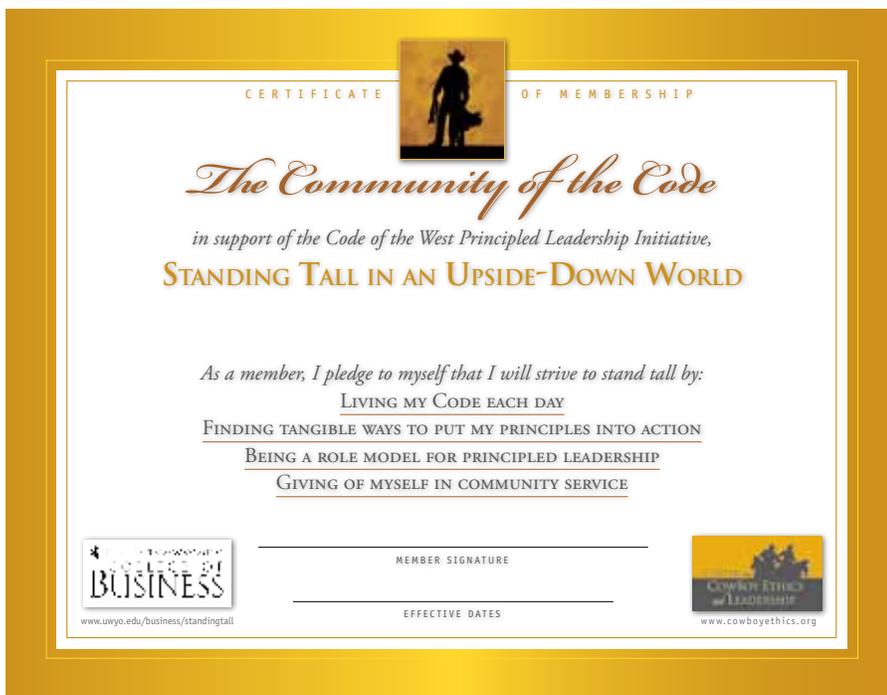
The **Standing Tall** experience doesn't end with the workshop itself. Graduates are invited to join the Community of the Code, a private online network where members can share how they are putting their principles into action and what it has meant to their lives.

Being a member of the community means making a pledge—a pledge to yourself—that you will strive to:

- Live your code each day,
- Find tangible ways to put your principles into action,
- Be a role model for principled leadership,
- Give of yourself in community service.



Those who complete the workshop and register as community members will receive a Certificate of Membership and a digital Standing Tall insignia to incorporate in their email signature, blog or website.



STANDING TALL IS A PROGRAM OF THE CENTER FOR COWBOY ETHICS AND LEADERSHIP AND THE UNIVERSITY OF WYOMING COLLEGE OF BUSINESS.

WHAT GRADUATES SAY



Incredibly inspirational and thought-provoking. I left feeling energized, inspired and excited about writing my own 'code.'

H. S., HOMEBUILDER

It reminded me of the person I want to be....Thank you again for a fantastic workshop.

G. L., FINANCIAL PLANNER

Thank you so much for an amazing, life-changing presentation today....I know for certain our players are better for this.

J. S., COLLEGE ATHLETIC COACH

There aren't enough superlatives to explain how entertaining and informative the class was....

J. A., BANKER

I believe my code will help me grow into the person I want to be in the future.

J. W., RECENT MBA GRADUATE

I can honestly say that this was one of the most powerful and thought-provoking seminars I have ever attended!

M. B., CONSULTANT

For more information or to schedule, contact Kent Noble at (307) 760-7860 or kentnoble@cowboylethics.org