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'Ethics Unwrapped' launches new videos, website

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The Ethics Unwrapped video series from the McCombs department of Business, Government, and Society launched in fall 2012. Along with an improved appearance, the [Ethics Unwrapped](#) ^[1] website now includes the new "Giving Voice to Values" series. The GVV series combines animation and interviews with students from The University of Texas at Austin, including 29 students from McCombs, for an examination of values-driven leadership. Ethics Unwrapped has also introduced five new videos for its ongoing "Concepts Unwrapped" series, and Ethics Unwrapped posters (examples of which can be found in this article) advertising the series appear next to the CBA elevators in the McCombs building.

Earlier work by the Ethics Unwrapped team continues to gain recognition. Back in May, Ethics Unwrapped won two silver [Telly Awards](#) ^[2]: One for the "In It to Win" documentary, which focuses on convicted lobbyist Jack Abramoff, and another for the "[Ethical Fading](#)" ^[3] video, written and narrated by **Robert Prentice**, director of the Business, Government, and Society department. (Prentice has acted as a counselor of sorts for the series; he also wrote and narrated the newest "Concepts Unwrapped" videos.) Across the country, at least 50 colleges and universities are using Ethics Unwrapped materials, and

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the town of Salem, Oregon, will begin training its employees using the video series.

To learn more about the latest achievements by Ethics Unwrapped, we spoke with the series producer and project director **Cara Biasucci**.

Let's talk about the new series of videos.



We added another series to Ethics Unwrapped called "Giving Voice to Values," which is a series on values-driven leadership. It's based on Mary Gentile's book called "Giving Voice to Values: How to Speak Your Mind When You Know What's Right." She's a professor at Babson College and this book is a globally recognized curriculum now. Mary works with companies like Lockheed Martin and McKinsey, does presentations for them, and helps them adapt the material for their needs. All of her materials are available for free to educators through her website, and so she really liked the idea of Ethics Unwrapped providing free ethics videos.

We did eight videos. There are seven principles in her book of values-driven leadership. We did a video for each principle and then a video to introduce the whole idea of giving voice to values.

What about the existing series, 'Concepts Unwrapped,' and the Ethics Unwrapped website?

We added five more behavioral ethics concepts [to "Concepts Unwrapped"] and we're going to be releasing an additional three, probably next semester. So we expanded that series. We redesigned the website primarily because we felt like with the new series coming out it was a good time to do that, but also because we wanted to call out more prominently the teaching notes. We expanded the teaching resources that go with the behavioral ethics videos to include relevant articles and books so teachers can dig deeper into the subject matter. We wanted to redesign the way the material was displayed on the website so that the teaching notes would be more noticeable to professors and also make it easier for them to download them all in one swoop or flip through them. We hadn't gotten any negative feedback, but we could see ways to improve it, so why not?

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Will more students get the opportunity to watch Ethics Unwrapped videos?

Absolutely, yes a lot more. And we expect a lot more professors, not just here at McCombs but across the campus, will start using the videos. Because if you're tasked to integrate [teaching ethics] into your curriculum and you're not an ethics expert, you may not have the time or the expertise necessarily to teach ethics. But if you can have material that's easily inserted in your existing curriculum and some supporting material, classroom questions for discussion that sort of stuff, it makes it a lot more feasible to fold ethics into an existing course. That's what our program does, actually allows a professor to do that.

Ethics Unwrapped offers a vehicle for those professors to start incorporating ethics into their existing courses.



What's your experience been like working with the McCombs students who appear in Ethics Unwrapped videos?

I love working with the students from McCombs. All the students have been enthusiastic to speak with us. I find it's a really nice range of students: We worked with MBA students this time, as well as undergraduate students. We interviewed students from all over the world and who had a whole range of different work experiences, which was really helpful. We mostly interviewed MBA students for the "Giving Voice to Values" series because we felt that it was important to exemplify some of the things that Mary Gentile

talks about. You had to have some kind of work experience to do that, so that's why we put MBA students in the interviews for those videos primarily. But there were some undergraduates, too, in the GVV videos. All of the students we interviewed are articulate and engaged and honestly want to make the world a better place and believe that they can. It's inspiring for me to work with them.

What's the next phase of Ethics Unwrapped?

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Currently in production, we have another six "Concepts Unwrapped" [videos] focused on behavioral ethics.

We're going to be working on a documentary. We're actually looking at a few ideas. It will be focused on the business ethics of a particular sector. Healthcare is one sector that we're looking at right now.

It will be a three-part documentary with extensive teaching notes, not like anything we've done so far.

Will McCombs faculty and students be involved in that as well?

I'm not really sure what it's going to look like yet, that's part of the fun of documentary. You don't know until you start it.

For experts, we'll definitely reach out nationally, and we'll tap whatever resources we have at McCombs, absolutely. We'll be interviewing more McCombs student this fall for the additional six shorts that we're doing, so we'll be working with students in the fall. I'm not sure to what extent we'll be involving students in the documentary; I don't know yet. We'll be looking primarily for local examples. If we can find examples here in Austin and work with students and faculty here, that will be our first choice, of course.