

# **Frank Bucaro**

**President at Frank C. Bucaro and Associates, Inc.**

Bartlett, IL, US

America's leading advocate for Ethics in Business by integrating ethical standards of excellence to solid business practices.

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## **Description**

FRANK C. BUCARO, CSP, CPAE

Frank C. Bucaro is an ethics expert, who has been a leading advocate-- speaking, training and writing-- on the benefits of ethics and values-based leadership.

Coming from a background in teaching, Frank's career in business now spans two decades, with the message that not only is good ethics good business, it is also good for business. As an author of numerous articles on ethics, and author of the book Trust Me! Insights into Ethical Leadership, Frank has developed unique and humorous insights into the challenges of consistently taking the high road.

A member of the National Speakers Association, he has earned the designation of CSP which stands for Certified Speaking Professional. This award has been earned by less than 20% of the 4000 members of NSA. He was also presented with NSA's prestigious CPAE Speaker Hall of Fame Award for excellence and professionalism, an award currently held by fewer than 200 people worldwide.

Organizations that have invited Frank to speak include ALLETE, the Canadian Pacific Railway, ENMAX Corporation, the Ethics and Compliance Officer Association, the Human Resources Professionals Association of Ontario, Global Compliance, the National Rural Electric Cooperative Association, the Power & Communication Contractors Association, Quanta Services, the Southern Gas Association.

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## **Availability**

Keynote, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Professional Training and Coaching, Corporate Leadership, Corporate Training

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## **Topics**

Business Ethics, Values Based Leadership, Moral Leadership, Building an Environment of Trust, Ethical Leadership

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## **Affiliations**

National Speakers Association

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## **Sample Talks**

### **Trust Me! Insights into Ethical Leadership**

#### Reputation

- o Principles for Building Reputation
- o Brand and reputation

#### Trust and Loyalty

- o Top reasons my customers choose a business
- o Customers sense of belonging

#### Moral compass

- o Mission statement, personal values
- o Four Dilemmas and how to overcome them
- o Values and behavior
- o Decisions and "Cowboy Ethics"

#### Accountable leadership

- o Accountable leadership versus responsible leadership
- o Workplace values

#### Stewardship

- o What you do, after you say that you believe.
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## **Past Talks**

### **Trust Me! Insights into ethical leadership**

North Carolina Healthcare Facilities Association

### **Trust Me! Insights into Ethical Leadership**

Il Farm Bureau Leadership Academy

### **Trust Me! Insight into ethical Leadership**

Danone corporate meeting

### **Building an Environment of Trust**

National Conference of student recruiters, marketing and retention

### **Trust me! Insights into Ethical Leadership**

Noble Energy Leadership Ethics Summit

### **Building an Environment of Trust**

Edison State College Executive Training

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## **Education**

## **Accomplishments**

### **CPAE**

Council of Peers Award of Excellence, professional speaker Hall of Fame inductee in 1997

### **CSP**

Certified Speaking Professional earned in 1995.

### **Featured Ethics Columnist**

I am the featured monthly ethics columnist for Corporate Compliance Insights magazine, starting in March 2011.

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## **Testimonials**

### **Allison Boyette**

Attendees rated "Trust Me! Insights Into Ethical Leadership" as above excellent! Attendees also had this to say about your presentation.

"Absolutely Fantastic!"

"Invite him back every year."

"Great content, excellent speaker."

"knowledgeable and entertaining, very good."

### **Kim Collins**

The Aluminum Extruders Council LOVED having Frank Bucaro deliver his Good Company: Be the Organization That People Want To Work For, Partner With, Invest In and Buy From! presentation. Our audience of senior leaders said they really enjoyed your presentation as well as the way you presented the material. It was a lively, fun and information presentation that was raved about within our group. Our room was captivated by your presentation style and appreciated the humor you appropriately incorporated. We would be thrilled to have you as a return speaker one day!

Thank you again, Frank,

Kim Collins

Program Manager - Education

Aluminum Extruders Council

**Miriam Grunhaus**

I have been following Frank Bucaro's work online for a few years and was waiting for the perfect opportunity to contract him. This year, I had the pleasure to have Frank speak at the National Sales meeting on behalf of the Ethics and Compliance Department of a major Pharmaceutical company.

Frank delivered a very engaging speech which, aside from delivering crucial, true information and facts, also motivated with laughter and moments of deep thought. Aside from his incredible content and the manner in which he delivered it, it was a great pleasure to deal with him from a business point of view. He accommodated all my client's needs and treated them with great respect. As a service provider I look to partner with vendors who are committed to

**Bob Dorsa**

Even though you and I did not spend but a few moments together, I am totally impressed with you; a consummate professional. I have worked with hundreds of speakers in my conference planning career. I place you right at the top of the list. Not just for your skill and passion (which is what I believe transcended to our participants resulting in all of the many contacts and immediate praise) but down to little details like the nice personal note I just received. I decided to sit and listen to your words and advice. It reached me and touched on so many of the virtues I believe are visible with many of our loyal members.

We are working on our post conference Evaluations however the instant reactions indicated the "Perfect Score" objective in

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