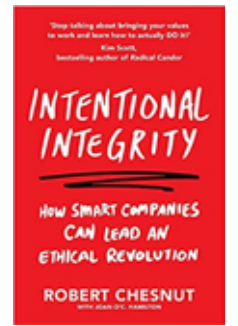


Date: 28 October 2021  
Time: 9.30AM - 12.00PM

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CORPORATE  
GOVERNANCE  
TALK

# Intentional Integrity: How Smart Companies Can Lead an Ethical Revolution

## FACULTY

- Robert Chesnut
- Dr. Zeti Akhtar Aziz



[www.asb.edu.my/executive-education](http://www.asb.edu.my/executive-education)

Course Fee: RM550 before SST



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## PROGRAM OVERVIEW

Integrity is integral to the effective and sustainable functioning of any business corporation or enterprise. It's not just about "telling the truth and keeping your word" and following the letter but it is about the spirit of the law. Wide ranging misconduct practiced and the greedy behaviour at some of the world's highest profile companies have contributed not only to major financial setbacks but also to an erosion of trust and confidence in the institutions on which our communities depend.

As our workplaces are becoming more diverse, global and connected, and as our environment becomes more unstable, disruptive and more challenging, integrity matters more than ever. It not only requires leadership from the top, but it also requires everyone in the company to have a shared sense of what integrity means in their work and a strong, empowered voice to put that integrity into practice.

In the bestselling book - *Intentional Integrity*, Airbnb veteran Robert Chesnut delivers a six-step process for leaders to foster and manage a culture of integrity at work. As a leading expert in corporate ethics, he explains the rationale and legal context behind his curriculum and illuminates the nuances of thinking deeply and objectively about workplace culture.

As employees become better aligned with a company's core mission, and as customers learn that they can trust it to do the right thing, the results will flow directly to the bottom line. It's time for a transformation in how business gets done, and *Intentional Integrity* provides the essential, proactive, ethical course of action businesses worldwide are craving.

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## SESSION OUTLINE

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### **9.30am - 10.15am**

Presentation by Robert Chesnut

### **10.15am - 10.30am**

Break

### **10.30am - 11:00am**

Fireside Chat with Dr. Zeti Akhtar Aziz

### **11:00am - 12.00pm**

Question & Answer

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## FACULTY

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**Rob Chesnut** works with companies to help them develop strategies to drive integrity into their culture. He was most recently the Chief Ethics Officer of Airbnb, Inc., a role he took on in late 2019 after almost four years as Airbnb's General Counsel.

Rob is a graduate of Harvard Law School and the University of Virginia. He worked for 14 years with the U.S. Justice Department, where he prosecuted bank robberies, kidnappings, murder, and espionage cases, including the prosecution of CIA employee Aldrich Ames. He joined eBay in 1999 as its third lawyer, where he led eBay's North America legal team and later founded the Internet's first ecommerce person to person Trust and Safety operation. Rob subsequently spent nearly 6 years as the General Counsel and first attorney at digital education leader Chegg, where he helped take the company public in 2013. He joined Airbnb in 2016, where he grew the legal team from 30 to over 150 legal professionals in 20 offices around the world. His team led initiatives to promote home sharing and address regulatory issues with local governments and landlords around the world. Rob developed a popular interactive employee program, Integrity Belongs Here, to help drive ethics throughout the culture at the company.

On July 28, he published *Intentional Integrity: How Smart Companies Can Lead an Ethical Revolution* with St Martin's Press. He lives in San Francisco, CA.



**Dr. Zeti** served as Governor of Bank Negara Malaysia from May 2000 to April 2016. She had an important role in managing the resolution of the financial system in 1998 during the Asian financial crisis and the consequent strong recovery of the Malaysian economy. She was also instrumental in transforming Malaysia's financial system, including overseeing the enactment of ten new pieces of legislation for the financial sector.

In Asia, Dr. Zeti was active in strengthening cooperation and regional financial integration. In 2006, she chaired the regional task force that prepared the report for the future direction of central bank financial cooperation in the East Asian region. At the Bank for International Settlements (BIS), she was the chair of the BIS Central Bank Governance Group. In the region she was a founding member of the Bank for International Settlements (BIS) Asian Consultative Council, and was the first Co-chair of the Financial Stability Board Regional Consultative Council Group for Asia. Dr. Zeti also had an extensive role in the global development of Islamic finance, and was active in the global financial inclusion agenda. She has been an important voice for the emerging world on the many issues concerning the international financial system and on financial and economic management.

She is currently Co-chair, Board of Governors of Asia School of Business, established in collaboration with MIT Sloan. She served from July 2018 to April 2021 as group chairman of Perbadanan Nasional Berhad (PNB).

Dr. Zeti received her PhD in Economics from the University of Pennsylvania.

## REGISTRATION FORM

Intentional Integrity:  
How Smart Companies Can Lead an Ethical Revolution

FEE: RM550 before SST

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