

Leading in Context

FOR IMMEDIATE RELEASE:

New Approach Makes Ethics Training Accessible in a Down Economy

RICHMOND, Virginia—March 2, 2011 Leading in Context® Store Offers Leadership Ethics Training Modules the Way Businesses Need Them: Clear, Flexible and Affordable

Businesses know that ethics training is critically important but find that their budgets are thin and their choices are limited in a down economy. Linda Fisher Thornton, Leading in Context LLC Owner has opened a Digital Store where she offers short, clear leadership development modules that clarify the most challenging issues in ethical business leadership. The first, titled “Different” was published in December, 2010 and more will be available soon.

Leading in Context® Modules Provide More of What Businesses Want:

Clarity	Appeal	Integration
Flexibility	Interaction	Affordability

Leading in Context® Modules are “At the Intersection” of Connected Topics

The recently published module “Different” is “at the intersection of Diversity and Inclusion, Innovation, Leadership and Ethics.” Linda Fisher Thornton points out that “Real life doesn’t happen by subject area. Integrating topics provides learners with information in the context of the connected workplaces where they will need to apply it.” She uses graphics to bring subjects into focus and to keep learner interest. Modules may be inserted into existing leader training and facilitated by in-house trainers. The modules, sold as digital eBooks, will help CEOs, Leadership Professors, Coaches and Consultants take conversations about ethical leadership to a higher level.

A preview of digital publication “Different” is available in the [Digital Store](#). Purchase includes the rights to use the materials to train all of the employees within one organization, regardless of size. More information is available on the company website at [LeadinginContext.com](#).

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Linda Fisher Thornton is Owner of Leading in Context LLC and former Chief Learning Officer of Central Fidelity Bank. She is also Adjunct Assistant Professor of Leadership for the University of Richmond School of Continuing Studies. Her article “Ethical Leadership Training: Why is it So Hard to Get it Right?” is featured in the Training & Development: Best of Leadership Development 2006-2009.

If you would like more information about this topic, or wish to schedule an interview with Linda Fisher Thornton, please email her at Linda@LeadinginContext.com or call her office at (804) 476-4088.