

# ETHICS



# JAG

JARAMILLO ACCOUNTING GROUP

CLARITY FROM COMPLEXITY

AUDIT, TAX, FRAUD, CONSULTING

[www.JAGnm.com](http://www.JAGnm.com)

Mark D. Bennett is the principal of Decision Resources, a consulting firm that specializes in decision-making training and coaching for leaders and managers. He has offered this method for more than 25 years and is the co-author of *A Field Guide to Good Decisions: Values in Action*. His diverse client list includes businesses in the US across sectors with 15-15,000 employees, family-owned businesses, large regional healthcare organizations, professional services firms (physicians, lawyers, accountants, engineers), nonprofits and foundations, and major international organizations. As a regular presenter in the Vistage International organization, he presents to business leaders across the US and in Canada. His decision-making process was selected by the Center for Disease Control for its Global Public Health Leadership program. He recently completed a contract with the World Health Organization to offer this method to its leaders and managers around the world. He also teaches courses in decision making and organizational collaboration through the Executive and Professional Education Center of the Anderson School of Management.



Mark D. Bennett, Principal, Decision Resources, Inc.

*Most discussions of decision making assume that only senior executives make decisions or that only senior executives decisions matter. This is a dangerous mistake.*

Peter Drucker Leading authority on organization management

### **Strong Decisions By Design: Process, Values, Perspective, Results**

Leaders and managers need a disciplined process for key decisions and recommendations that consistently deliver a positive R.O.D. (return on decision). At the heart of ethical key decisions are important values to be examined, understood, prioritized, and communicated clearly to stakeholders. An effective process framework engages multiple perspectives in productive conversation, aligns a choice with core values and beliefs, and develops a credible, persuasive message to stakeholders. Successful communication of a key decision anticipates and addresses concerns, generates acceptance and support, and builds trust in the integrity of the decision maker and the organization.

#### **Value to Participants**

- \* A clear, practical five-step framework to make the next key decision or recommendation
- \* Specific tools that will improve every decision conversation to learn from diverse perspectives
- \* Increased capacity to collaborate as a team
- \* Confidence and ability to for a decision maker to use the framework alone or guide a team of colleagues in a thoughtful, thorough process
- \* Ability to scale the process up for complex decisions and down for short time frames
- \* Ability to delegate to others so they can use the framework to develop clear, principled recommendations for leadership review

Audrey J. Jaramillo, CPA, CFE has been serving federal, state, and local Governments, non-profits, and commercial entities for 20 years throughout NM and is Managing Partner of Jaramillo Accounting Group, LLC. She has served on the AICPA's Taskforces on Training Young CPAs and Scholarships and has spoken on various topics for the AICPA, NM AGA, NM ASBO, NM GFOA, NMSBA, NM State Auditor, and other organizations. She is passionate about public service and served 8 years on her local school Board of Education and serves as Councilor for the Town of Edgewood.

The logo for Women Owned features the word "WOMEN" in a bold, black, sans-serif font. The letter "O" is replaced by a colorful, stylized graphic of human figures in various colors (red, orange, yellow, green, blue, purple) holding hands. Below "WOMEN" is the word "OWNED" in the same bold, black, sans-serif font. A small trademark symbol (TM) is located to the upper right of the word "OWNED".The logo for Jaramillo Accounting Group (JAG) features the letters "JAG" in a large, bold, red, sans-serif font. To the right of "JAG" is the text "JARAMILLO ACCOUNTING GROUP" in a smaller, black, sans-serif font, stacked in three lines. Below this text is the tagline "CLARITY FROM COMPLEXITY" in an even smaller, black, sans-serif font. The entire logo is framed by a horizontal bar with a colorful, abstract pattern of small shapes.