



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Frank Bucaro, CSP, CPAE

Travels from: Illinois

Fee Range: \$7,501 - \$10,000

Frank Bucaro is an ethics expert, who is a leading crusader -- speaking, training and writing -- on the benefits of ethics. Coming from a background in teaching, with a Master's Degree in Religious Studies, Frank's career in business 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 being ethical. His keynotes and seminars, laced with humor and practical tips, provide help with difficult decisions as well as strategies for combating the sometimes blurred lines between right and wrong.

His unique career path, from the classroom to the boardroom began years ago, when several high profile media reports on ethics problems captured his attention. While still a teacher, he became increasingly aware that problems relating to unethical practices in the marketplace seemed to be on the increase. "I remember thinking at the time that in some sectors ethics was looked upon almost as an impediment to success."

This was the catalyst that moved Frank from a career in teaching to ethics crusader. The transition was nearly seamless with the introduction of his first ethics keynote entitled: How Do You Spell Success? E-T-H-I-C-S! Corporations and associations throughout the US and Canada soon began contacting Frank about his upbeat and humorous keynote and seminar programs.

Since that time audiences have continued to request Frank's content- rich keynotes and seminars on ethics, values and leadership. What has changed over time is that ethics is frequently featured as a key value for most organizations today. The need for ongoing emphasis on ethics continues because trust issues, leadership missteps, or ethical problems with a few rogue employees can still threaten any organization, destroy market value, or cause serious damage to an otherwise impeccable reputation.

Frank is one of the 3,000 members of the National Speakers Association and has earned their designation of Certified Speaking Professional. He was also presented with NSA's CPAE Speaker Hall of Fame Award for excellence and professionalism. Frank has served on the board of directors of NSA and the ethics committee.

Most Requested Programs...

- Building an Environment of Trust
- Good Company: Be the Company that People Want to Work For, Partner With, Invest In and Buy From!
- Trust Me! Insights into Ethical Leadership
- Taking the High Road-How To Succeed Ethically When Others Bend The Rules
- There Are No Trailers Hitched to Hearses: Five Life Lessons You Never Learned in School!