



## Workshops for the Accounting Profession

Keynote and 4-Hour Sessions on Business Ethics,  
Fraud and Critical Thinking Skills



The objective of this interactive program is to give the accounting practitioner a better understanding of why good people do bad things. We'll discuss what goes on in someone's mind which allows them to think they can go undetected while committing a fraudulent act.

International Speaker, Trainer and Consultant **Patrick Kuhse** will share insights gained from his own experiences along with the myriad of interviews he conducted with fellow inmates convicted of fraud. He found was a common set of critical thinking errors and patterns that each of us are susceptible to on a regular basis.

The four hour ethics workshop include a discussion on the consequences of unethical and illegal behavior. He will conclude with a proven ethical decision-making tool that guarantees people will do the right thing.

### Who Should Attend?

Anyone working in the accounting sector, including management.

### Why You Should Attend?

The primary objective is to give participants a deeper understanding of ethical dilemmas and fraud in the workplace and why good people make bad decisions. We'll learn to recognize ethical dilemmas, process the options, and develop a clearly defined decision path toward doing the right things.

### What We'll cover?

You'll learn what fraud perpetrators know that you don't, why and how they do it, and why they don't think they'll get caught. All things you need to know to become a more effective accounting professional. The program emphasizes "real world" ethical dilemmas and examples from Martha Stewart to Enron.

#### **Patrick J. Kuhse**

International Speaker, Trainer & Consultant on Business Ethics

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## Workshop Topics:

- Business Ethics Defined - What Exactly is White-Collar Crime?
- Why Be Ethical? Why Bother? Who Cares?
- Is Business Ethics Just a Fad?
- A Timeline of the History of Ethics in Corporate America
- Fraud Defined
- Fraudbusters
- Fraud Statistics
- Is Fraud on the Increase?
- Are we More or Less Ethical than 30 Years Ago? 75 Years Ago?
- How are Frauds Detected?
- How Fraud Happens
- Who Cheats Us?
- Corruption & Collusion Defined
- Bribes & Kickbacks
- Are Conspirators Always Willing Participants?
- The Power of the Fraud Triangle
- Techniques to Prevent Fraud
- Most Common Methods of Developing Fraud
- Why We Don't Find More
- Signs of Fraud
- Common Mistakes
- Top 10 Scams, Schemes & Scandals
- Most Common Lies Told at Work
- Do We All Cheat at Something?
- Reasons Why People Cheat
- Motivations to Commit Fraud
- Work Place Theft
- Demographic Loss Breakdown Analysis
- Management & Employee Fraud
- How to Process and Analyze Decisions
- How to Prevent Snap Decisions
- Martha Stewart – A Case Study – Guilty or Innocent?
- Ethical Dilemmas in the Auditing Industry
- 10 Questions to Indicate Whether an Employee is Stealing
- Lies – Lying – Liars – Simple Giveaways & How to Spot Them
- Top Con Artist Attributes and Red Flags
- How to Develop and Sharpen your Intuition
- A 3-Step Process to Effective Ethical Decision-Making
- Ethical Dilemmas in Balancing Work and Family
- How to Ink a Personal Code of Ethics/A Self-Audit of Ethics
- Establishing Ethical Boundaries at Work
- How Good People Make Tough Choices
- When does Ethics Education Begin - Discussion?
- Why We Make Unethical Choice?

## Speaker Bio:

**Patrick Kuhse** is one of the most in-demand speakers on business ethics and critical thinking skills in America today. His dynamic presentations have entertained, enlightened and inspired over 100,000 participants both domestically and internationally. He works with major universities and businesses in the development and education of their students and staff on how to recognize ethical dilemmas and implement effective critical thinking skills.

Patrick was a Certified Financial Planner (CFP) and Registered Principal for many years, working at many levels in the financial services industry from Registered Representative to Regional Vice President of a major financial services company. He will share his journey from prominence as a successful stockbroker in San Diego to his involvement in a financial fraud scheme, flight from the US to avoid prosecution, life as an international fugitive for four years and his subsequent self-surrender and incarceration for several years in both a foreign jail and U.S. prisons.

He has spoken on and conducted "Ethics in Leadership" presentations to rave reviews for such diverse groups as major universities including Harvard and Stanford, civic groups, businesses, international professional associations and law enforcement agencies.

A favorite speaker on college campuses, Patrick serves as an appointed Ethics Fellow for two major universities:

**University of Florida** - Poe Center on Business Ethics, Warrington College of Business Administration  
**Suffolk University** – Institute for Executive Education, Sawyer School of Management

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## A Partial List of Patrick's Clients:

### **Professional Businesses and Associations**

AgFirst Farm Credit Bank  
AmCham - Costa Rican - American Chamber of Commerce  
American Society for Quality  
American Society of Mechanical Engineers  
Association of Government Accountants  
Association of Health Underwriters  
Association of Professional Consultants  
Boeing Company  
California Society of Association Executives  
Commonwealth Financial Network  
Eaton Vance  
Executive Women International  
Fast Company Magazine  
Financial Executives International  
Financial Planning Association  
First Republic Bank  
FSC Securities Corporation  
Fusion Financial Group  
Gen-Probe Corporation  
Independent Insurance Agents and Brokers of America  
Institute of Management Accountants  
Institute of Real Estate Management  
International Association of Administrative Professionals  
IMCA - Investment Management Consultants Association  
Lincoln National Life  
LPL Financial Services  
Marathon Oil Company  
Mass Mutual  
Merrill Lynch Trust Company FSB  
Met Life  
MFS Investment Management  
Military Officers Association of America  
Minnesota Society of CPAs  
National Association of Government Communicators  
National Association of Independent Life Brokerage Agents  
National Association of Insurance and Financial Advisors  
NAPFA - National Association of Personal Financial Advisors  
National Association of Purchasing Managers  
National Litigation Support Services Association  
National Recreation and Parks Association  
National Society of Hispanic MBAs  
Nationwide Financial  
Northrop Grumman  
Portland General Electric  
Pratt and Whitney  
Professional Management Convention Association  
Risk Management Association  
Russell Investments  
Scottsdale Healthcare  
Sempra Energy  
Siemens Corporation  
Society for Human Resource Management

Society of Financial Service Professionals  
TD Ameritrade  
US Air Force  
US Army  
US Marine Corps  
US Jaycees National Convention  
Wachovia Bank  
Warrant Officers Association  
Wealth Management Institute  
World President's Organization  
Young Presidents Organization

### **Educational Institutions**

American University  
Arizona State University  
Boston University  
Brigham Young University  
Creighton University  
Georgetown University  
Harvard University  
Indiana University  
Iowa State University  
Kansas State University  
La Salle University  
Cornell University  
University of Minnesota  
Marquette University  
Massachusetts Institute of Technology  
Northeastern University  
Old Dominion University  
Oregon State University  
Penn State University  
Pepperdine University  
San Jose State University  
Stanford University  
Suffolk University  
Syracuse University  
University of Arizona  
University of Arkansas  
University of California Los Angeles  
University of Florida  
University of Hawaii  
University of Iowa  
University of Kansas  
University of Maryland  
University of Michigan  
University of Minnesota  
University of Missouri  
University of Nebraska  
University of Pennsylvania  
University of Southern California  
University of Tennessee  
University of Texas at Austin  
University of Washington

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## Patrick's Accounting Profession Clients:

### **AICPA - American Institute of Certified Public Accountants**

Las Vegas, NV

### **American Society of Women Accountants**

San Diego, CA

### **Association of Government Accountants**

Lincoln, NE

### **California Municipal Treasurers Association**

San Diego County Chapter - Oceanside, CA

### **California Society of CPAs**

Long Beach/Orange County Chapter - Irvine, CA

### **California Society of Municipal Finance Officers**

San Diego County Chapter - Oceanside, CA

### **Financial Executives International**

San Diego Chapter - San Diego, CA

### **Financial Planning Association**

Arkansas Chapter - Little Rock, AR  
Central Florida Chapter - Orlando, FL  
Central Ohio Chapter - Columbus, OH  
Central Pennsylvania Chapter - Harrisburg, PA  
Charlotte Chapter - Charlotte, NC  
Cincinnati Chapter - Cincinnati, OH  
Connecticut Valley Chapter - East Hartford, CT  
Dayton Chapter - Dayton, OH  
East Bay Chapter - San Francisco, CA  
Fairfield County Chapter - Norwalk, CT  
Georgia Chapter - Atlanta, GA  
Gold Coast Chapter - West Palm Beach, FL  
Greater Hudson Valley Chapter - Armonk, NY  
Gulf States Chapter - Fort Walton, FL/Mobile, AL  
Houston Chapter - Houston, TX  
Jacksonville Chapter - Jacksonville, FL  
Kansas City Chapter - Kansas City, MO  
Long Island Chapter - Long Island, NY  
Mid-South Chapter - Memphis, TN  
Minnesota Chapter - Minneapolis, MN  
Monterrey Bay Chapter - San Francisco, CA  
National Capital Chapter - Washington, DC

National Conference - Seattle, WA  
New Haven Chapter - Rocky Point, CT  
New Jersey Chapter - Newark, NJ  
New Orleans Chapter - New Orleans, LA  
New York City Chapter - New York City, NY  
NexGen Conference - St. Cloud, MN  
Northeastern New York Chapter - Albany, NY  
Northeastern Ohio Chapter - Bay Village, OH  
Northern Alabama Chapter - Birmingham, AL  
Northern California Chapter - San Francisco, CA  
Northern California Chapter - Sacramento, CA  
Orange County Chapter - Orange County, CA  
Puget Sound Chapter - Seattle, WA  
San Antonio Chapter - San Antonio, TX  
San Diego Chapter - San Diego, CA  
San Francisco Chapter - San Francisco, CA  
San Gabriel Valley Chapter - Pomona, CA  
San Joaquin Chapter - San Francisco, CA  
Silicon Valley Chapter - San Francisco, CA  
South Carolina Chapter - Charleston, SC  
St. Louis Chapter - St. Louis, MO  
Suncoast Chapter - Sarasota, FL  
Tampa Bay Chapter - Tampa Bay, FL  
Triangle Chapter - Raleigh, NC  
Upstate New York Chapter - Rochester, NY

### **Houston Society of CPAs**

Houston, TX

### **Institute of Management Accountants**

National Convention - Jacksonville, FL  
National Convention - Orlando, FL  
Phoenix Chapter - Phoenix, AZ  
Quincy Chapter - Quincy, IL  
San Diego Chapter - San Diego, CA

### **Maricopa County Treasury Department**

Phoenix, AZ

### **National Conference of CPA Practitioners**

Long Island, NY

### **San Diego Treasury Management Association**

San Diego, CA

### **Tax and Financial Group**

Newport Beach, CA

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