

## The Ethics Storybook

Throughout the ages, people have told stories. Tales and legends flow from chief to tribe, grandfather to child, colleague to colleague. Some stories begin with “Long ago...” or “Once upon a time...” Others are shared as memories: “Do you remember when...?” And then there’s gossip: “Did you hear what happened?” Today we are bombarded with stories in the news, e-mail, advertisements, phone calls, personal conversations, songs on the radio. The point is the stories that flow through our cultures continue to shape our beliefs and behaviors in that culture.

Stories have power.

Business leaders can use the power of stories within their organizations to drive “right behavior” and build an ethical culture. True tales from the oil patch introduce the tools and techniques for ethical decision-making. During this lecture, an objective will be to work through ethical dilemmas by examining an issue from all perspectives, weighing the impacts of various choices, and making thoughtful decisions that send the right messages to constituents. People in the oil patch can develop an ability to use stories within their organizations to strengthen ethical values. ■

### *True tales from the oil patch introduce the tools and techniques for ethical decision-making*

and held various executive positions, including executive vice president of Landmark’s Integrated Products groups, and president and vice president of Landmark’s Zycor Division.

Mr. Gibson’s career in oil and gas began as an exploration geophysicist for Gulf Oil Company. Following the acquisition of Gulf by Chevron, Mr. Gibson became manager of geophysical and geological subsurface imaging for Chevron’s Oil Field Research Company. He holds a bachelor’s degree in geology from Auburn University and a master’s degree in geology from University of Houston.

Mr. Gibson serves on the board of directors of Parker Drilling Incorporated. He is a member of the Indiana University Department of Geological Sciences Advisory Board and a director of the National Association of Manufacturers and serves on the board of trustees for the Houston Grand Opera. He also has several roles at St. Paul’s Episcopal Church in Katy, Texas.

### **Biographical Sketch**

JOHN GIBSON was appointed president and chief executive officer of Halliburton’s Energy Services Group in January 2003. He had been president of Halliburton Energy Services since March 2002. Mr. Gibson had previously been with Landmark Graphics Corporation, serving as president and chief executive officer since 2000 and earlier as chief operating officer. He joined the company in 1994

