

EthicalOMAHA
The actions you take. The actions we take. Our success.

Ethical Omaha

The Greater Omaha business community has come together to promote an environment where the discussion and practice of ethics is encouraged and expected.



Founding Partners



Business Ethics Alliance
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**BUSINESS ETHICS
ALLIANCE**

Our Mission

To build leaders, strengthen organizations and elevate Greater Omaha through positive, practical business ethics education.

Our History

In 2008, the Greater Omaha Alliance for Business Ethics was legally established, as a stand-alone not-for-profit entity. The Alliance was founded by Dr. Beverly Kracher along with three founding partners, the Heider College of Business, Greater Omaha Chamber of Commerce, and the BBB of the Midlands.

Additionally, the Alliance is made up of Trustees around Omaha who act as a guild of business leaders who are ambassadors, supporters, and advisors of the Alliance's mission.

Everything the Alliance does promotes an environment where the discussion and practice of ethics is encouraged and expected in our local community.

What We Do

Led by representatives from small, medium and large organizations, the Business Ethics Alliance carries out its mission through regular programming and the distribution of resources to assist people at all levels of their organizations in practicing sound business ethics.

We truly believe that everyone deserves to be **VALUED, RESPECTED, APPRECIATED AND HEARD.**TM

Why We Do It

Businesses need help in how to navigate important, complex topics or potentially controversial current events with their workforce, their customers, and within their community. The Alliance provides solutions to companies of all sizes and for employees across all levels, from C-suite to entry-level, to conduct their businesses and professional lives with accountability, integrity, and moral courage.

Who We Serve

People who attend our events or purchase our products or services are those companies, nonprofits, and individuals who want to elevate their leadership, strengthen their financial vitality, and ultimately make their entire community a better place to work, play, and live.



Based in Omaha, the Business Ethics Alliance produces programs and projects to promote business ethics.