

## Introduction for Lauren Bloom

Ladies and Gentlemen:

My name is [emcee's name] and I'd like to welcome you to [name of event, or city.]

I'm very pleased to introduce our keynote speaker, Lauren Bloom.

When we set out to find the perfect speaker to talk to us today about [ethics in business] we looked no further than Lauren, who is considered one of the top ethics experts in the US today.

Lauren is an attorney and the founder and CEO of ***Elegant Solutions Consulting***.

She is dedicated to helping professionals and business executives build trust with their clients, customers and members by "walking the ethics talk" in their daily practices.

As you're about to hear, Lauren believes we've got to dispense with the blame game in business and instead create an environment where it's OK to be human, where mistakes can be forgiven and an honest admission of error is rewarded.

Lauren is the author of ***Art of the Apology*** as well as ***Elegant Solutions: A Practical Approach to Resolving Ethical Dilemmas While Preserving Your Professional and Personal Relationships***.

Please join me in welcoming Lauren Bloom.