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How to Create Your Life as an Ethical Optimist Story – David M. Boje – Optimist Club Apr 16 2009

Learn 4 Ethical Story Options:

- 1. UTILITARIAN:** Story that happiest people are those with most toys or who win American dream by any means necessary
- 2. FOLLOW RULES:** Story that happiest people follow rules or set of codes (commandments) and are rewarded in hereafter
- 3. ANSWERABILITY:** Story that one is compelled by others' stories to not be a bystander and intervene
- 4. OPTIMIST = ETHICS VIRTUE:** Story as Aristotle puts it that happiness is virtue achieved by generosity, being magnanimous, and a truth-teller instead of a flatterer or a boastful babblers.

OPTIMISTS:

- 1.** Make happiness their virtue by shaping the future with confident positivity that attracts other's living the ethical story
- 2.** Have an authentic happiness that lives a story of truth-telling, compassionate, generous, & magnanimity
- 3.** Are energizing, extending a story that is inclusive as a network of participation, that improves the world around them
- 4.** Practice happiness with an intelligent awareness of the cycle of generativity of sow and reap.

The main point is that a life story can move from utilitarian and rule-based ethics to one of answerability and the virtue ethics story of happiness and optimism.

Books available at Amazon.com:

Boje, D. M. 2008. Storytelling Organizations. London: Sage.

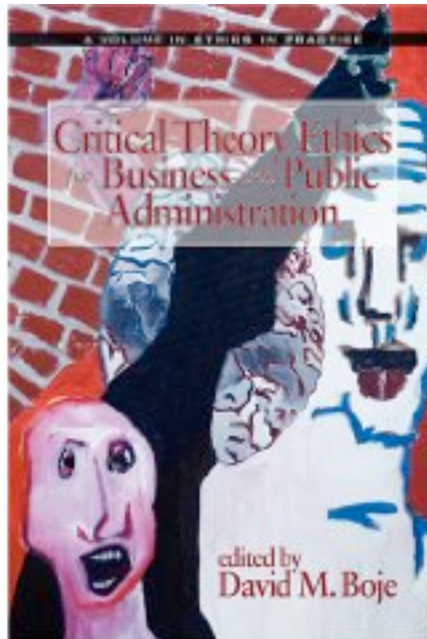
Boje, D. M. 2008. Critical Theory Ethics for Business & Public Administration. Charlotte, NC: Information Age Press.



David M. Boje holds the Bank of America Endowed Professorship of Management (awarded September 2006), and is past Arthur Owens Professorship in Business Administration (June 2003-June 2006) in the Management Department at New Mexico State University. He did a keynote presentation to the 1992 Annual Toastmaster Convention in Marina Del Rey, California, on storytelling and positive mental attitude. His focus is on study of ethics, leadership, and storytelling in organizations. His reputation corporate social responsibility ethics in academia and industry is widely known and respected in the United States and internationally. Peers describe him as an international scholar in the areas of narrative, storytelling, postmodern theory & critical storytelling ethics. He has published 14 books and 119 articles in journals, including the top-tier journals such as *Management Science*, *Administrative Science Quarterly*, *Academy of Management Journal*, *Academy of Management Review*, *Leadership Quarterly*,

and the international *Journal of Organization Studies*.

For more info on storytelling and ethics writing by the author see <http://peaceaware.com/vita>



2008 Critical Theory Ethics for Business & Public Administration | Information Age Press; [Order here](#) ; [Amazon Order Here](#)

ISBN-10: 159311785X ISBN-13: 978-1593117856s