

# The Ethical Culture Masterclass Series

*#3: Ethical Culture Enablement: From 'Find It to Fix It'*

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*Tom Yorton  
Executive Vice President  
Chief Strategy Officer*

*Scott Stevenson  
Director  
Culture Services*

# Welcome!

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1

**Ethical Culture  
Measurement**



**Erica Salmon Byrne, J.D.**  
Executive Vice President  
and Chair of the Business  
Ethics Leadership Alliance

2

**Ethical Culture  
Strategy**



**Douglas Allen**  
Managing Director,  
Advisory Services

3

**Ethical Culture  
Enablement**



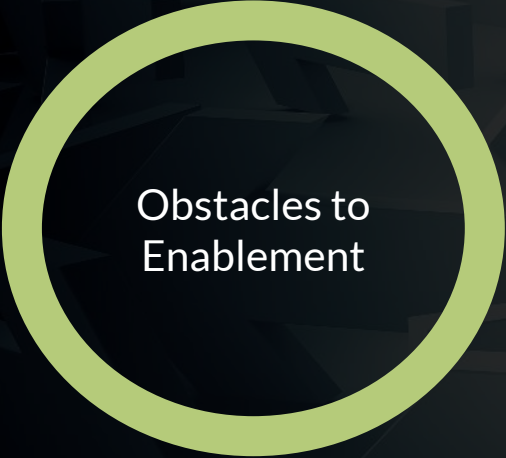
**Tom Yorton**  
Executive Vice  
President



**Scott Stevenson, M.B.A.**  
Director, Culture  
Services

Sessions #1 and #2 now available on-demand  
<https://ethisphere.com/ethical-culture-masterclass/>


# Today You'll Learn



Obstacles to  
Enablement



Strategies for  
Focusing Efforts



Practical  
Communication  
Insights

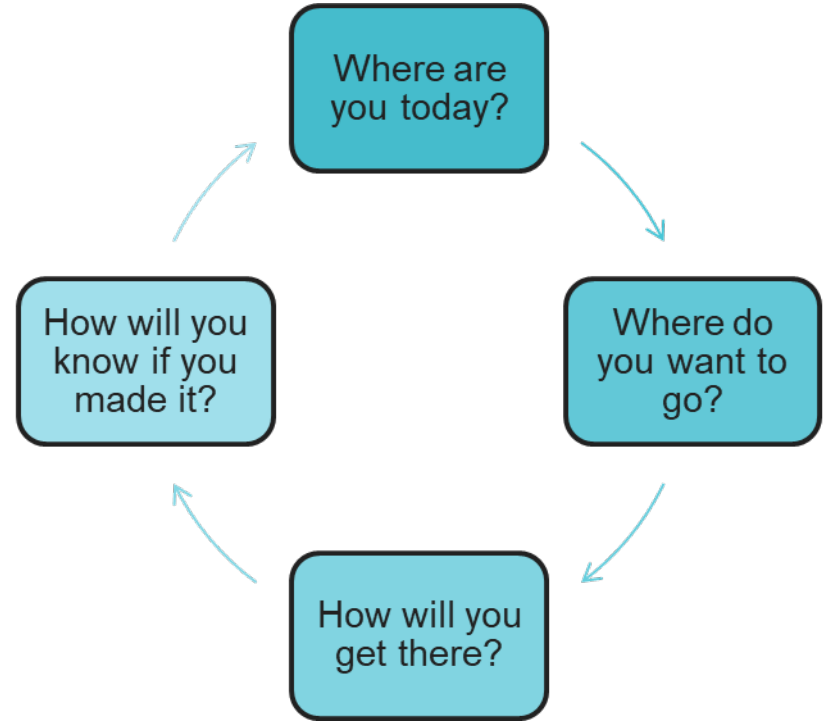
# Culture is a Verb

cul·ture

/ˈkəlCHər/

To grow something in a prepared medium

# The Culture Lifecycle: the perspective grounding our approach



# Top Obstacles to E&C Enablement

**Complexity**

**Capturing  
attention**

**Legalise**

**Bandwidth**

**Siloes**

**Key takeaway. The cost of doing nothing is greater than the cost of taking action**

Clearly, It's  
Complicated...

Top Ways to Land  
with Impact

# There's No Such Thing as a Captive Audience

**Daily Vitamin** >  
Annual Inoculation

**Dialogues** >  
Monologues

**Professional Comms** >  
Corporate Comms

Sending..... ≠ .....Receiving



# Think Like a Marketer

**Target with  
Data**

**Empower  
Your People**

**Keep it  
Short**

**Use  
Different  
Styles**

**Measure &  
Improve**

# Make Data Your Friend

Who Needs  
Support?

What Messages  
Resonate?

Who is  
Succeeding?

Tip: Dig deeper – overlay with reporting, HR, training and click data


# Make Your Colleagues the Stars



Put Great  
Communicators  
in Videos



Give Actions to  
Leaders &  
Managers



Tap into  
Existing  
Channels

# The Importance of Managers

Employees whose managers engage regularly with them about ethics and compliance are:

2x

more likely to be comfortable approaching their manager with concerns or questions

90%

More likely to have faith in the organization's commitment to non-retaliation

24%

more likely to believe they have a personal responsibility in making sure the company does the right thing

# Tips for Managers to effectively **engage** teams

- ✓ Communicate regularly
- ✓ Lead by example
- ✓ Keep calm
- ✓ Share examples
- ✓ Be an active listener
- ✓ Follow through

# Less is More

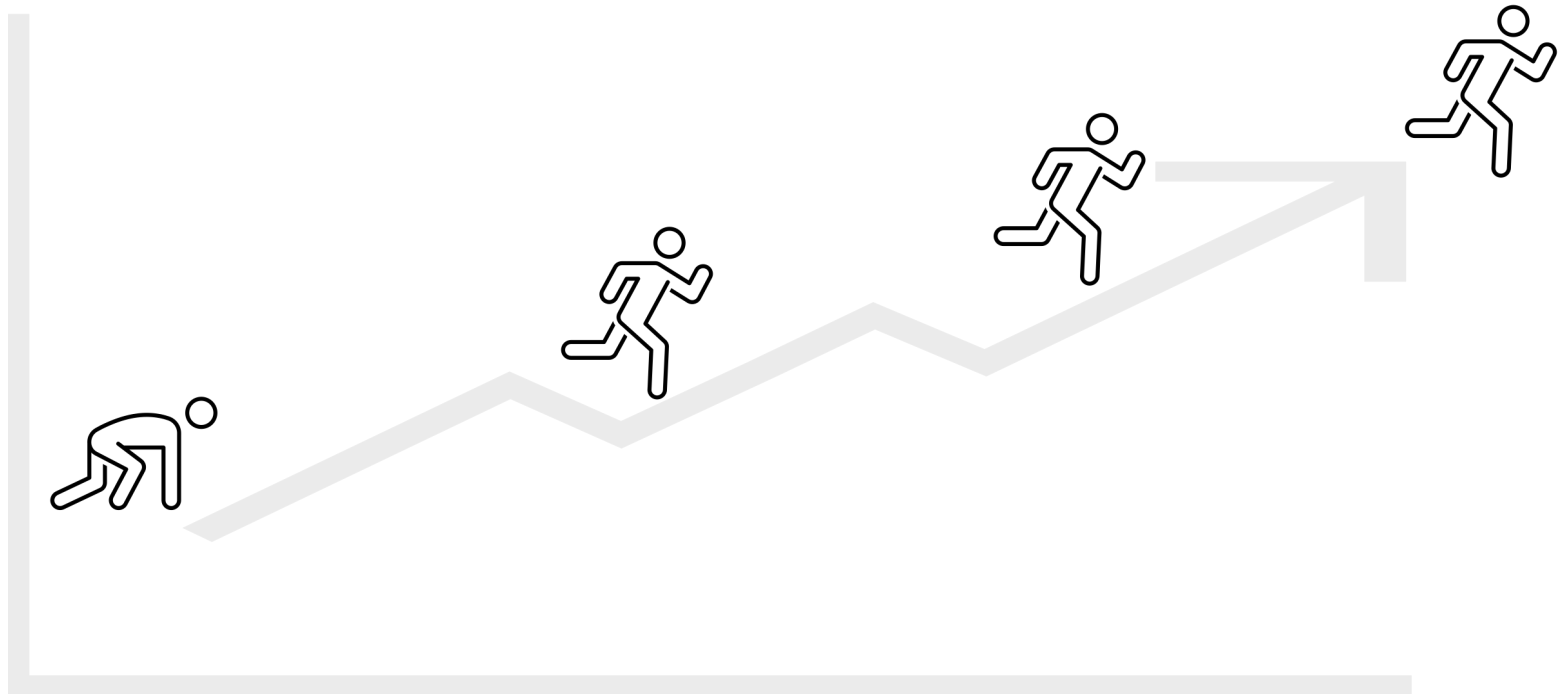


# Teach to Different Learners



- Conversations
- Ethics Moments
- Infographics
- Presentations
- Posters
- Screensavers
- Newsletters
- Storytelling

# Improvement: A Marathon and a Sprint





# And One Last Thing... Permission to Steal

**Resource Center**

Welcome to Ethisphere's Resource Center, featuring curated research, editorial, reports, and videos for ethics, compliance, and culture professionals from *Ethisphere Magazine*, our BELA community, the World's Most Ethical Companies, and our team.

[BROWSE ALL RESOURCES](#)

**Featured Resources**

[VIEW ALL RESOURCES](#)

- ETHICAL CULTURE**  
12th Annual Global Ethics Summit Recap: Culture  
[View More](#)
- DIVERSITY AND INCLUSION**  
Turning Uncomfortable Conversations Into Inclusive Behaviors - Real Biz Shorts (RBS)  
[View More](#)
- COMPLIANCE PROGRAM STRUCTURE AND ACTIVITIES**  
BELA M&A Playbook Exec Summary  
[View More](#)

**Ethical Culture**

[VIEW ALL ETHICAL CULTURE RESOURCES](#)

- ETHICAL CULTURE**  
Preserving Company Culture and the Future of Work  
[View More](#)
- ETHICAL CULTURE**  
Behavioral Science and Ethical Culture  
[View More](#)
- ETHICAL CULTURE**  
Measuring Ethical Culture  
[View More](#)

Welcome to your  
**BELA MEMBER HUB**

[EXPLORE BENEFITS](#) [FEATURED RESOURCES](#)

**1 Connect 2 Improve 3 Showcase** **Optimize Your BELA Experience**

**THOUGHT LEADERSHIP**

**PROGRAM CONTRIBUTIONS**

**ETHISPHERE MAGAZINE**

**BLOG AND PODCAST**

**Program Contributions**

- Join Dell, Allianz, Starbucks, and 150+ other members by sharing elements of your program with the community
- Showcase your program successes and introduce others to best practices
- Learn how other companies address codes of conduct, policies, training, and more
- Enlist Emily Rickaby, Director of Shared Expertise & Strategic Projects, to discuss a contribution

[EMAIL EMILY](#) [SEE ALL COMPANY CONTRIBUTORS](#)

**Featured Resources**

- NEW!** Global Ethics Summit Recap on Culture
- GUIDELINES EXAMPLES** Guide for Building and Sustaining an Effectiv...
- WEBCASTS** Reinforcing Company Values: Lessons from 2020...

**Behavioral Science: Are There Better Ways to Influence Humans so the Culture Thrives?**

**SPEAKERS**

[View Session](#)

# Questions?

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Contact: [culture@ethisphere.com](mailto:culture@ethisphere.com)

# Promote Your Participation



## Ethical Culture Measurement

Completed session 1 of the Ethisphere Ethical Culture Masterclass Series

<https://ethisphere.com/masterclass>

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## Ethical Culture Strategy

Completed session 2 of the Ethisphere Ethical Culture Masterclass Series

<https://ethisphere.com/masterclass>

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## Ethical Culture Enablement

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Tap additional resources at [www.Ethisphere.com/Culture](http://www.Ethisphere.com/Culture)