Building a Culture of Integrity

“A Recipe”

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“A Cascading Tone from the Top”

“A Recognition of Global Diversity”

“An Understanding of Importance”

“Program Centers of Excellence”

“Effective Training Program”

“Embedded Deployment Infrastructure”

“Top Leadership Engagement”
Key Considerations in Implementing a Global Program

- Cultural Differences
- Acceptable Business practices
- Jurisdictional Differences in Legal Requirements
- Customization of Communications Programs by Region/Country
- Translation/Language Issues
- Deployment Logistics
- Inconsistent or Incompatible Infrastructure/Platforms

Building a Culture of Integrity

“The Ingredients”

- Zero Tolerance
- Lessons Learned
- An Established Tone at the Middle
- A Recognition of Global Diversity
- An Ascending Tone from the Top
- A Cascading Tone from the Top
Building a Culture of Integrity

“The Ingredients”

A Cascading Tone from the Top
An Understanding of Importance
Top Leadership Engagement
Program Centers of Excellence
Effective Training Program
Embedded Deployment Infrastructure
A Recognition of Global Diversity
Zero Tolerance
Lessons Learned
An Established Tone at the Middle

Is It Soup Yet?

When most employees can articulate why it is important

When each employee believes:
- My boss operates with 100% integrity
- He/she expects that I do
- He/she inspects that I do

It’s a journey, not a destination…
Enabling Dynamic Cultures

Lyn Scrine
Ethics Director
Enterprise Business Conduct
Allstate Insurance Company

Program
1. a plan of action to accomplish a specified end: a school lunch program.
2. a plan or schedule of activities, procedures, etc., to be followed. *

Clear Program guidelines
Must have a program

Tone from Leadership
Yours, mine and ours

Clear Communications
If no one knows, then nothing happens

Marketing
Everyone needs reminding

Where to go to get information
Program support

*Dictionary.com
**Culture**

the behaviors and beliefs characteristic of a particular social, ethnic, or age group*

Since culture is made up by the behaviors and beliefs of a group of individuals how is it that one can enable a culture?

By demonstrating that the elements of the program exist or are real.

**Leadership** must be ready willing and able to

- Respond to unethical behavior
- Encourage open communication
- Be honest and respectful with employees
- Be clear about what they expect

* Dictionary. com

**Culture**

the behaviors and beliefs characteristic of a particular social, ethnic, or age group*

Since culture is made up by the behaviors and beliefs of a group of individuals how is it that one can enable a culture?

By being a participant.

**Employees** must support the culture they want

- Report unethical behavior
- Be committed
- Be honest and respectful with employees
- Seek guidance if they are unsure

* Dictionary. com
Communicate & Communicate

If it wasn’t said…………………………….then no one heard it!

Determine your main messages-

- Speak Up
- Honesty is the Best Policy
- Don’t endanger our Integrity
- Do the Right Thing

Multiple message placements-

- Company vision
- Leadership speeches
- External Speakers
- Annual Confirmation
- Course work
- Company values
- Memo footnote

Marketing, Marketing, Marketing

If you think you have a great program and no one knows about it, how great can it be?

Multiple Media

- Magnets
- Posters
- memo’s
- Pens
- magnets
- Calendars
- Web sites
- window clings
- CONTESTS
- emails
- video’s

Frequency

A little or a lot, you should have a year long plan.

Monthly, quarterly or twice a year.
Culture

Do what you say........

► You must have a program that works

► Employees need to know what you expect of them

► Leadership/management must have the tools or know where to go to get them

► Talk about it all the time.....when people are doing that and don’t realize it, it will be part of your culture.

*Dictionary.com