SCCE CONFERENCE
PRESENTATION

To participate in polling

Download “SCCE Mobile” in your app store. Then under the agenda find this session, scroll to the bottom and click “Poll Question” or go to PollEv.com/scce to answer the active poll.
"I WANT PEOPLE TO TRUST MY QUALITY, I WANT PEOPLE TO TRUST MY WORK, I WANT PEOPLE TO TRUST MY WORD."

- Patrick Gnazzo, Founder Better Business Practices, LLC

SCCE CONFERENCE
FOCUS GROUP
QUESTIONS
Better Business Practices
ASSESSING YOUR COMPANY’S CULTURE

• Patrick J. Gnazzo
  Principal, Better Business Practices LLC

AGENDA

• Why are values important to ethics and compliance?
• How focus groups can be used to elicit discussion of your values?
• Demonstration of focus group participation in assessing your values
WHAT IDENTIFIES CULTURE WITHIN AN ORGANIZATION?

• Culture is difficult to assess and understand
• Is culture your values
• Do your business decisions take into consideration your company’s culture
• Is culture how you want to be perceived by your stakeholders
• Is culture how you have been defined by your CEO? Board of Directors
• Is culture embedded into your ethics program

WHAT DEFINES YOUR COMPANY’S CULTURE?

• Your values
• How you treat your stakeholders
• Do your charitable contributions and community involvement play a part in your culture
• Does sustainability play a part in your company’s culture
• Is your company’s culture embedded into your ethics program
WHO INFLUENCES YOUR COMPANY’S CULTURE?

- Board of Directors/shareholders
- Management
- Employees
- Customers
- Suppliers
- Community
- Competitors

WHO WOULD YOU TALK TO ABOUT YOUR CULTURE?

- Board of Directors /Shareholders
- Senior management
- First Line Managers
- Employees
- Customers
- Suppliers
HOW WOULD YOU ACCESS YOUR CULTURE?

• History
• Senior Management and Board of Directors actions
• Data on allegations and hotline activity
• Surveys
• Focus groups

SURVEYS VS. FOCUS GROUPS

• Ethics questions/culture questions/business questions
• Ethics surveys vs. companywide management surveys
• Employees and/or first line managers focus groups
• Customers and suppliers surveys and focus groups
WHAT WOULD YOU TALK WITH FOCUS GROUPS ABOUT?

- Integrity
- Trust
- Honesty
- Respect
- Excellence
- Safety
- Community involvement
- Sustainability

HOW TO INCORPORATE VOTING-PAD TECHNOLOGY INTO FOCUS GROUP DISCUSSIONS

- How anonymous voting pads can spur discussions
- What questions to ask
- Time of discussion - can stay on track or go off track
**Use Your Phone To Go Through Survey Questions and Generate Discussion**

*Business ethics & compliance advice for the 21st century*

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**How Long Have You Worked for the Company?**

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<th>Duration</th>
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<tr>
<td>Less than one year</td>
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<tr>
<td>One to four years</td>
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<td>Five to nine years</td>
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<tr>
<td>Ten to twenty years</td>
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<td>More than twenty years</td>
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Start the presentation to see live content. Still no live content? Visit the app or get help at [Predict.com/app](http://Predict.com/app).
### The Company Talks About Its Stated Values at Least?

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<th>Integrity</th>
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<td>Safety</td>
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### The Value That Is Talked About the Least Is?

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</table>
THE VALUE THAT IS TALKED ABOUT THE LEAST IS?

- Integrity
- Trust
- Honesty
- Respect
- Excellence
- Safety

MY WORK GROUP PRACTICES THIS VALUE THE LEAST?

- Integrity
- Trust
- Honesty
- Respect
- Excellence
- Safety
MY MANAGER PRACTICES THIS VALUE THE MOST?

When poll is active, respond at PollEv.com/scce Text SCCE to 22333 once to join

Anonymous Answers to this poll are anonymous

Integrity
Trust
Honesty
Respect
Excellence
Safety

MY WORK GROUP PRACTICES THIS VALUE THE LEAST?

Integrity
Trust
Honesty
Respect
Excellence
Safety
SENIOR MANAGEMENT PRACTICES THIS VALUE THE MOST?

Integrity
Trust
Honesty
Respect
Excellence
Safety

SENIOR MANAGEMENT PRACTICES THIS VALUE THE LEAST?

Integrity
Trust
Honesty
Respect
Excellence
Safety
I feel comfortable speaking up when I see a problem or have a concern?

- Yes
- No
- Unsure

I have observed retaliation when someone has spoken up about misconduct or a concern?

- Yes
- No
- Unsure
WHAT DO YOU DO WITH THE RESULTS?

QUESTIONS?