This Session uses polling

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
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
## How Long Have You Worked For The Company?

<table>
<thead>
<tr>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>Less than one year</td>
</tr>
<tr>
<td>One to four years</td>
</tr>
<tr>
<td>Five to nine years</td>
</tr>
<tr>
<td>Ten to twenty years</td>
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<tr>
<td>More than twenty years</td>
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</table>

## I Am Aware That The Company Has Stated Values?

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Unsure</td>
</tr>
</tbody>
</table>

## The Company Talks About Its Stated Values At Least?

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
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<tbody>
<tr>
<td>Weekly</td>
</tr>
<tr>
<td>Monthly</td>
</tr>
<tr>
<td>Quarterly</td>
</tr>
<tr>
<td>Annually</td>
</tr>
<tr>
<td>Never</td>
</tr>
<tr>
<td>Unsure</td>
</tr>
</tbody>
</table>
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<th>Respect</th>
<th>Excellence</th>
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### THE VALUE THAT IS TALKED ABOUT THE LEAST IS?

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</tr>
</thead>
</table>

7
MANAGEMENT ENCOURAGES US TO SPEAK UP WHEN WE SEE MISCONDUCT OR HAVE A CONCERN?

Yes
No
Unsure

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?