



1



2



3

OVERVIEW

Ethics focus for entire month

Multi-faceted approach to bring Ethics messages through various forums

- Communications
- Booths
- Advertising/Marketing
- Giveaways
- Events

Build awareness, recognition, reinforcement

Activities that encourage active employee participation

Show that Ethics is a priority

Tradition

ETHICS MONTH

4

## WHY A MONTH AND NOT A WEEK OR DAY?

Our reality:

- Staff: 5
- 11,000+ employees
- 32 square miles
- 1,000 individual facilities

Able to get message to more people

Spread level of effort over longer period rather than packed day/week

November: after start of fiscal year but before Holidays



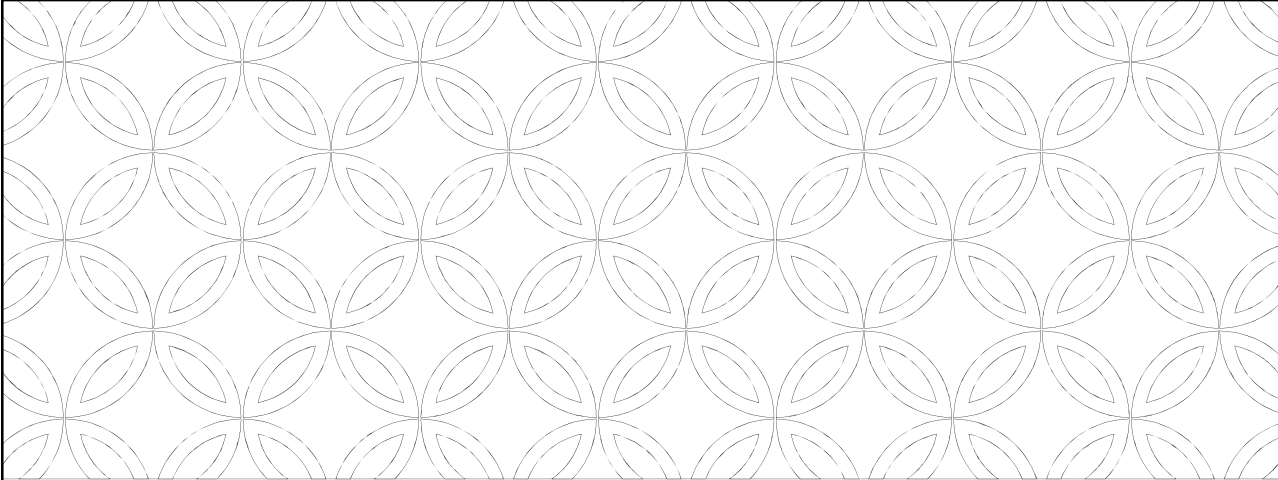
5

## TOP TEN LIST FOR SUCCESS

10. Find a strong advocate
9. Create a budget and stick to it
8. Sponsor a community-wide event
7. Advertise
6. Assemble a high-performing team
5. Take advantage of modern technology
4. Compliance training
3. Game time
2. Freebies
1. Have Fun

Compliance Today, August 2015, Bill Wong, Walter E. Johnson, Frank Ruelas

6



# PLANNING

How to plan a month-long event, including creating a communication plan, engaging stakeholders, deciding on giveaways (purchased and free), and marketing your event

7

# COMMUNICATION/MARKETING PLAN

- Develop communication/project plan with deliverables and due dates
- Develop key messaging
- Tie communications to messaging
- Identify target audiences
- Highlight objectives
- Develop success criteria



8

# COMMUNICATION PLAN TEMPLATE

## Internal Marketing Strategy Template

<b>1. Objectives of the Internal Marketing Plan(IMP)</b> A very a short summary/ statement of the IMP This should be the publicity 'pitch' for the product or service – concise, clear, engaging, and user friendly.
<b>2. Communications objectives, principles and key messages</b> A clear detailed statement of the objectives in communicating, the principles underpinning this strategy and your key messages. These should be aligned with the objectives of the IMP.

9

# BUDGET

Know your budget up front

Start small

Metrics to show success

Consider teaming with other organizations to share the costs



10

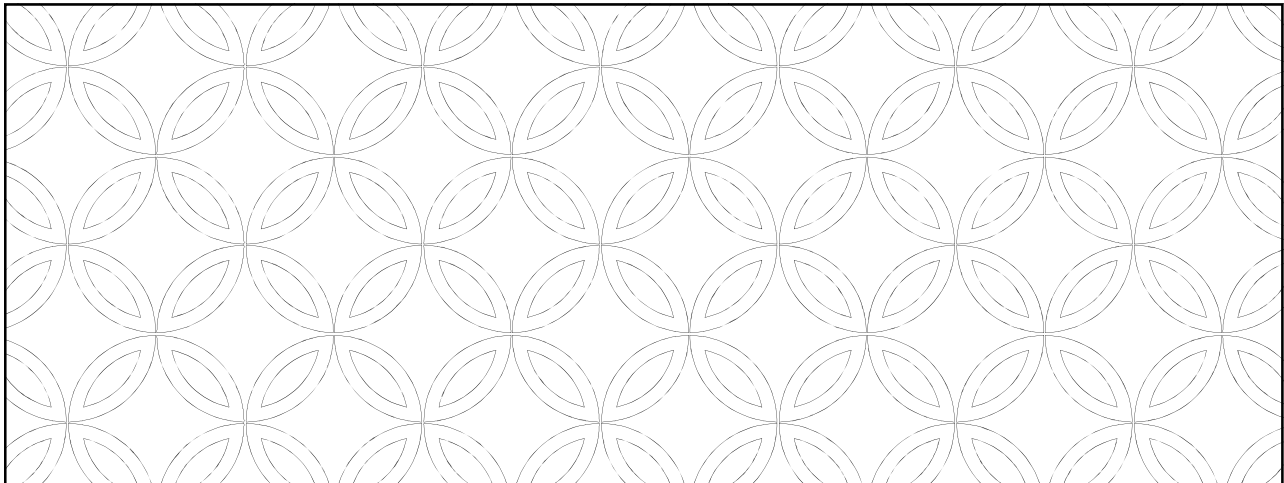
## ENGAGING STAKEHOLDERS

Meet with management to get buy-in

Use liaisons to communicate messages/events

Brief board

11



## BRANDING

Using logos and themes to brand  
your event

12

## WAYS TO BRAND YOUR EVENT

Theme  
Logo  
Website  
Colors



13

## THEME

Develop 2-5 ideas  
Ideas should be Ethics related but also consider potential products  
Get feedback on proposed themes (Survey Monkey)  
Get management buy-in for themes

Ethics is the Bomb

*Make Ethics a Sweet Success*

**Rise Above the Crowd**

*Ethics: A Game Changer*

**Spotlight on Ethics**

*Ethics: It's a Team Sport*

**Ethics Check Up**

*Be an Ethics Super Hero*

**Putting the Pieces Together**

14

## LOGO/COLORS

Limit to 2-3 colors

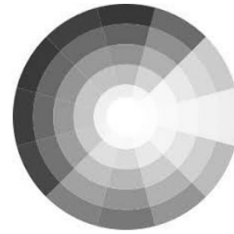
Orientation (vertical vs. horizontal)

Can it be sized?

Will it work on the products you want to purchase?

Self created vs. paid designer

Low budget: Find someone in your organization that has interest in graphics. Focus on colors and words instead of a logo.



15

## WEBSITE

Have page dedicated to event

Page design/colors should match to logo, colors, themes

Consider using designs/colors throughout your webpage

Post event times/locations and communications



16



## LOGO-EXAMPLES



**SPOTLIGHT ON ETHICS**



17

## MARKETING/GIVEAWAYS

How to let the workforce know  
about your events and want to  
come!

18

## MARKETING IDEAS

Poster to be posted at all sites

- Highlight dates, theme
- List events
- Low budget: Create in Publisher or PowerPoint and email to sites and ask them to print

Banners: For entrances of sites or main buildings

- Theme
- Dates

Table tents

- Create your own in Publisher/Word to display at company cafeteria, workout facility, etc.
- Theme, logo, colors

19

## MARKETING EXAMPLES


# November is LANL's Ethics Month



*"Ethics: It's a team sport"*

Visit the EA-Ethics website for information on upcoming activities

### November is LANL's Ethics Month



Phone:  
505.667.7506

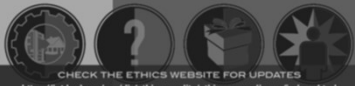
Email:  
ethics@lanl.gov

**GAMES!  
PRIZES!  
GIVEAWAYS!**

**"Ethics: It's a team sport"**  
The Ethics group will be visiting LANL locations during the month of November. Please come by to explore and learn more about LANL's Ethics Program.

<b>November 1</b>	11:00 am–1:00 pm TA-3, Otowi Building, 2nd Floor Lobby
<b>November 6</b>	6:30 am–8:30 am TA-3, SM-38
<b>November 16</b>	7:00 am–9:00 am TA-3, NSSB Lobby
<b>November 30</b>	7:00 am–9:00 am TA-55, RLUOB Lobby

CHECK THE ETHICS WEBSITE FOR UPDATES  
<https://int.lanl.gov/org/dir/ethics-audits/ethics-compliance/index.shtml>



20

## MARKETING EXAMPLES



21

## COMMUNICATIONS

### Newsletter

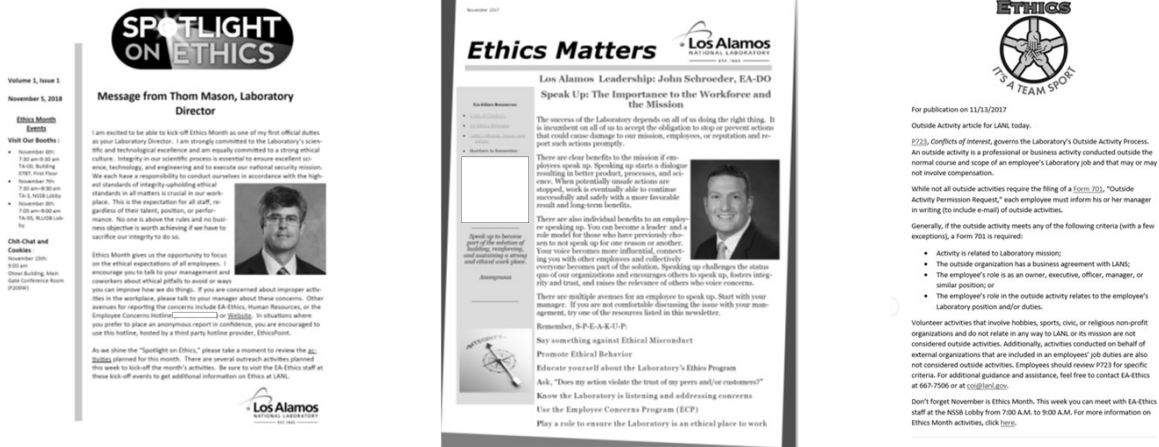
- Low budget: Create your own in Publisher. Use colors and logo. Email to employees.

### All Employee Communications

- Use established venues (daily company communications, manager communications)
- Use liaisons
- Send targeted emails to specific employee groups
- Articles tied to theme or high-risk areas

22

# COMMUNICATION EXAMPLES



23

# PAMPHLETS

Use the event to share pamphlets on services or high risk areas

Use theme colors

Preload pamphlets in bags or similar giveaways

Low budget: Create in Publisher and print yourself

24

## PAMPHLET EXAMPLES



25

## GIVEAWAYS

Tie to theme

Diversify

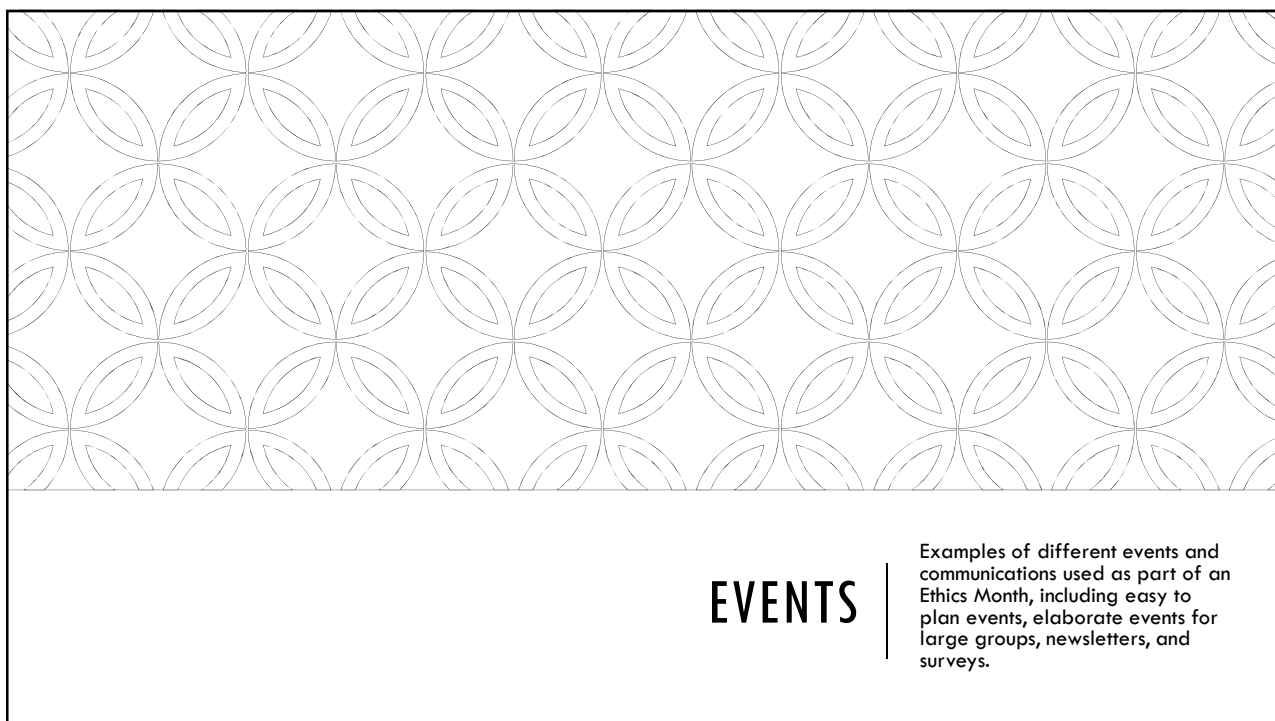
Make yourself:

- Door hangers
- Coasters



Lesson Learned: You won't need one for every employee. Think about storage!

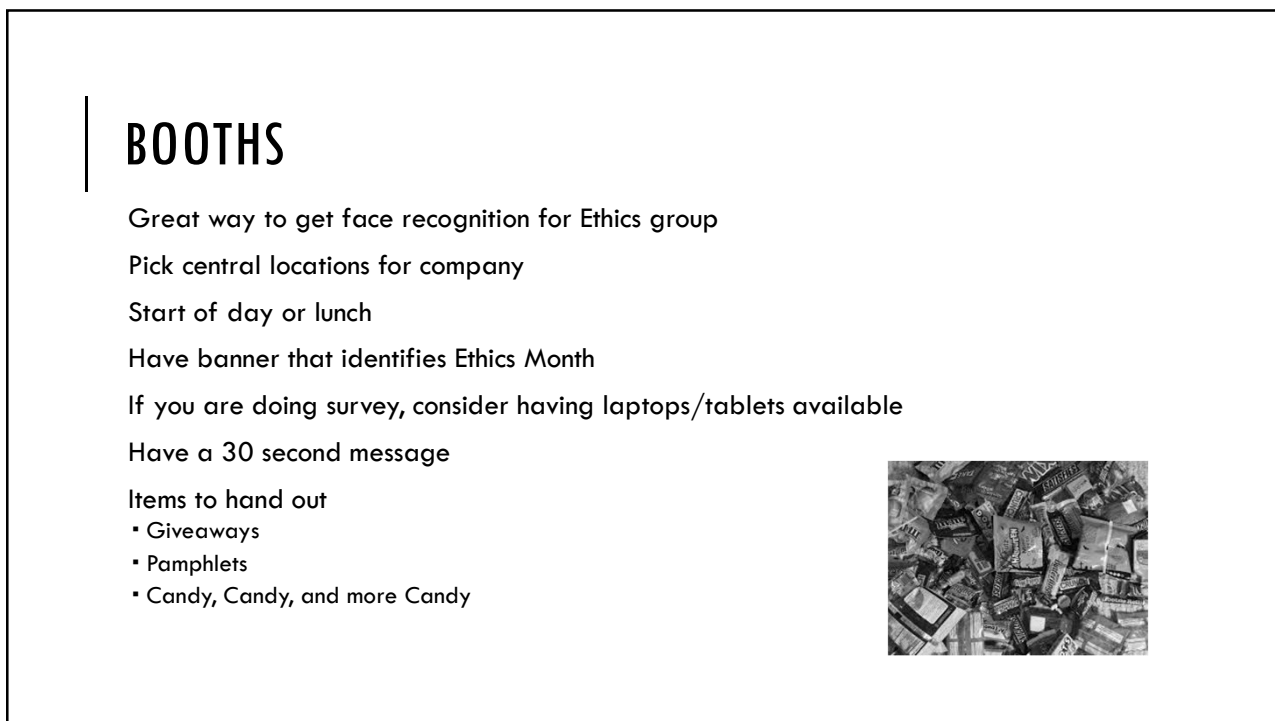
26



## EVENTS

Examples of different events and communications used as part of an Ethics Month, including easy to plan events, elaborate events for large groups, newsletters, and surveys.

27



## BOOTHS

Great way to get face recognition for Ethics group

Pick central locations for company

Start of day or lunch

Have banner that identifies Ethics Month

If you are doing survey, consider having laptops/tablets available

Have a 30 second message

Items to hand out

- Giveaways
- Pamphlets
- Candy, Candy, and more Candy



28

## ETHICS PANEL

Select 3-5 senior managers to sit on panel

Facilitator (maybe “professional” facilitator)

Meet with them ahead of time, individually and as a group

Marketing

Allow employees to submit specific questions ahead of time

Focus areas:

- Culture
- Ethics lessons learned
- What ethics means to them
- Keep it “soft”

29

## OTHER

Employee recognition

“Cookies” and Chitchat

Participation Card

Games

Ethics Speaker

Roll out new initiatives

“Ask Management”-Ethics questions

### PARTICIPATION CARD: WAYS TO EARN A STAMP:

- TAKE OUR SURVEY
- VISIT A BOOTH (STAMP FOR EACH BOOTH)
- ATTEND CHIT-CHAT AND COOKIES 11/15

**SPOTLIGHT**  
ON ETHICS



See EA-Ethics staff to get a stamp

30



31

## RESOURCES

SCCE, Corporate Compliance & Ethics Week [website](#)

- Free resources (posters, templates, table tents)
- Logos
- Products for purchase
- Info on other celebrations

Carnegie Council [Global Ethics Day](#)

[JR Resources](#), [4imprint](#)

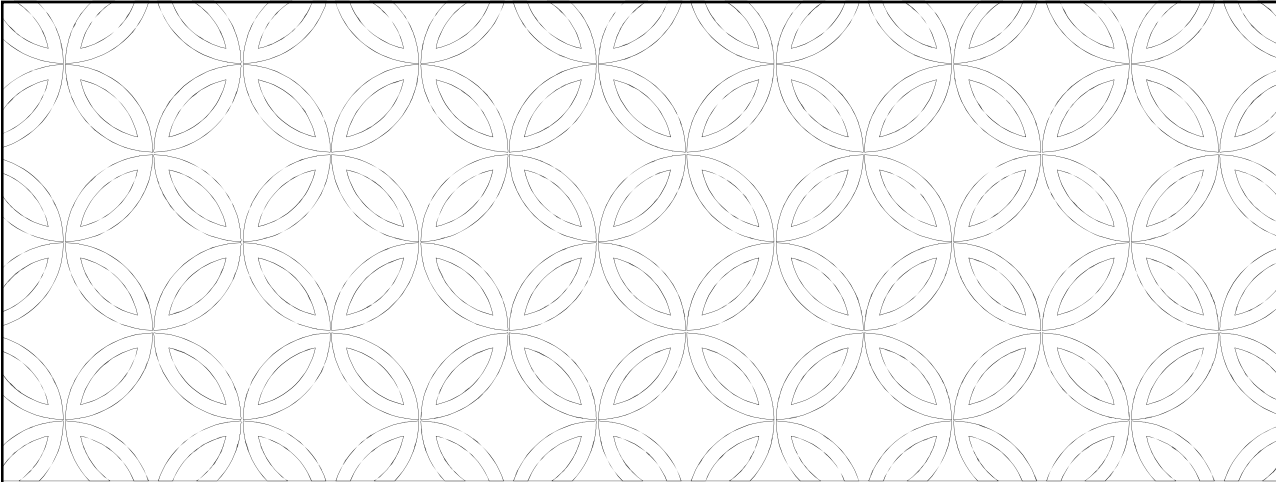
- Promotional product companies
- Will customize

Convercent, Compliance games [ideas](#)

Note: Links are provided for information only and are not meant as an endorsement.

32





**QUESTIONS???**

A. Michelle Cantu  
mcantu@lanl.gov