AT&T’s Compliance Training Evolution/Revolution

Susan Bounds

Agenda

• Who are You?
• Ethics Training in the Rearview Mirror
• Code of Conduct Demo
• Adult Learning Concepts
• Ethics@Work 2017
• Ethics@Work 2018
• Break
• Build – a – Lesson
• Key Learnings
Who are you?

Ethics Training in the Rearview Mirror
Adult Learning Concepts
Ethics & Integrity

Tone at the top
- Starts the conversation
- Establishes an expectation

Tone in the middle
- Sets the right example
- Facilitates ethical business practices

Just Do the Right Thing
IF YOU SEE SOMETHING, DO SOMETHING

RETAILIATION IS A VIOLATION

WHEN IN DOUBT, SEEK HELP OUT
Ethics@Work 2017 Online

Ethics@Work

JUST DO THE RIGHT THING
ETHICS@WORK 2017
WHAT WORKED? YOUR COMMENTS:

– Real scenarios

– Make them more complex

– Make us think
ETHICS@WORK 2017
WHAT WORKED? Ask Compliance:

DECISION-MAKING TENDENCIES
ETHICS CHALLENGE

LET'S TRY IT!!

ETHICS CHALLENGE

<table>
<thead>
<tr>
<th>READER</th>
<th>FLIPPER</th>
<th>SCRIBE</th>
<th>TIMEKEEPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOLDS, READS, PLACES CARDS</td>
<td>TOSSES THE COIN / RANDOMIZES CARDS</td>
<td>HOLDS THE PEN, WRITES THE SOLUTIONS</td>
<td>KEEPS ACTIVITY ON TRACK</td>
</tr>
</tbody>
</table>
## Ethics Challenge Tendencies

### Self
- **Overconfidence**: When an individual believes that they are better at something than they actually are.
- **Self-Serving**: The tendency of an individual to put their own needs ahead of anything else.

### Outlook
- **Ethical Fading**: Focusing on other aspects of a situation so that the ethical aspects disappear from view.
- **Tunnel Vision**: Focusing on the WHAT of a goal and losing sight of the HOW of a goal.

### Others
- **Conformity**: When people behave like those around us rather than using their own personal judgment.
- **Group Think**: When the desire to maintain group loyalty becomes more important than making the best choices.

## Why We Need Your Help

### Leadership
- Resources
- Reporting
Ethics@Work 2018 Online

Resources
Leave-behinds

Build – a – Lesson
Key Learnings