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@Work 2017

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

Ethics & Integrity: The Power of You

IF YOU SEE SOMETHING, DO SOMETHING

RETAIATION IS A VIOLATION

WHEN IN DOUBT, SEEK HELP OUT
ETHICS@WORK 2017
WHAT WORKED? YOUR COMMENTS:

- Real scenarios
- Make them more complex
- Make us think

ETHICS@WORK 2017
WHAT WORKED? Ask Compliance:

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>15</td>
<td>17</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>Conflict of Interest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gifts &amp; Hospitality</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>Policy Inquiries</td>
<td>18</td>
<td>17</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>General Inquiries</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
</tr>
</tbody>
</table>
DECISION-MAKING TENDENCIES

ETHICS CHALLENGE

LET’S TRY IT!!

<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

<table>
<thead>
<tr>
<th>Self</th>
<th>Outlook</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overconfidence:</strong> When an individual believes that they are better at something than they actually are.</td>
<td><strong>Ethical Fading:</strong> Focusing on other aspects of a situation so that the ethical aspects disappear from view.</td>
<td><strong>Conformity:</strong> When people behave like those around us rather than using their own personal judgment.</td>
</tr>
<tr>
<td><strong>Self-Serving:</strong> The tendency of an individual to put their own needs ahead of anything else.</td>
<td><strong>Tunnel Vision:</strong> Focusing on the WHAT of a goal and losing sight of the HOW of a goal.</td>
<td><strong>Group Think:</strong> When the desire to maintain group loyalty becomes more important than making the best choices.</td>
</tr>
</tbody>
</table>

### Why We Need Your Help

- Leadership
- Resources
- Reporting

---

Ethics@Work 2018 Online