

ETHICS, TRANSPARENCY & TRUST

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TAKE AWAYS
WHAT ARE WE HERE FOR?

distinguish
ethics. noun
moral princ
conductin

DIFFERENT DEFINITIONS OF
ETHICS

SCCE '17

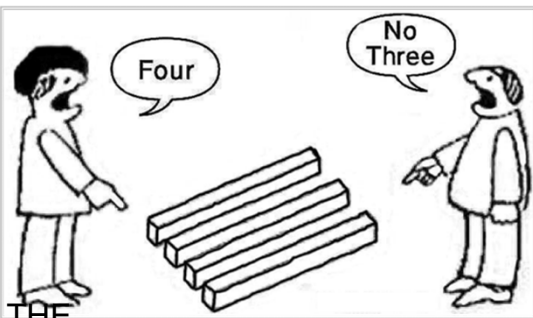
THE CONSUMER'S PERSPECTIVE

US	COMPLIANCE	THEM	VALUES
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WHAT WE KNOW:
ETHICS REFERS TO THE GUIDELINES FOR CONDUCT THAT ADDRESS QUESTIONS OF MORALITY.

VALUES ARE DEFINED AS THE PRINCIPLES AND IDEALS THAT HELP DEFINE THE JUDGEMENT OF WHAT IS MOST IMPORTANT.

WHAT WE MUST CONSIDER:
CONSUMERS WANT TO BE MOST IMPORTANT.



**THE
CONSUMER'S
VIEW**

CONSUMERS DEFINE ETHICS FROM A PERSPECTIVE OF SERVICE - HOW "VALUED" IS MY EXPERIENCE?

**WELL, WE AREN'T
BREAKING THE LAW...**

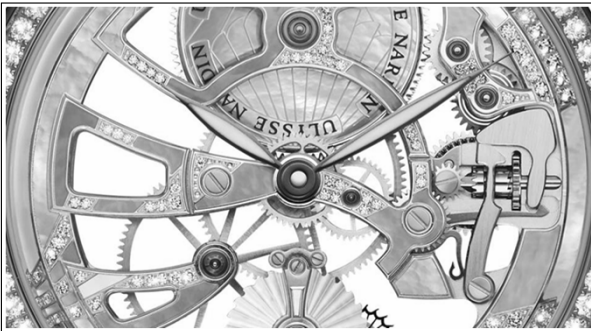
40% - PRICE
 30% - VALUE
 FOR MONEY
 16% - QUALITY

*PERCENTAGE OF CONSUMERS RANKED THE VALUE AS #1

- The ethical behavior of companies and brands is relevant to consumers and, when asked in isolation, **four** out of **five** consumers regard it as important—but it becomes less so when ranked alongside other factors.

<https://www.bulldogreporter.com/do-consumers-really-care-about-business-ethics-no-matter-what-they-sa/>

***WHAT WE
 KNOW:
 A RECENT STUDY
 PERFORMED BY
 ACCENTURE DISCOVERED
 THAT LESS THAN ONE-
 FOURTH OF CONSUMERS
 TRUST THEIR LOCAL
 UTILITY COMPANY.**



SCCE '17 **TRANSPARENCY**
 THE WATCH-ING

QUESTION 1 HOW? QUESTION 2 WHY IN WORLD WOULD I?!

THE OUTAGE DATA INITIATIVE

GREEN BUTTO ALLIANCE

GREEN WASH

OPEN DATA & OTHER ISSUES

Going Beyond Internal Controls...

****FOLLOW ALONG WITH THE TOOLKIT****

- Active Total Listening
- Consumer Education - Open Data
- Multiple, consistent points of engagement

THANKS FOR PLAYING!

THE ALCHEMIST AGENCY

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****IF YOU DID NOT PICK UP A TOOLKIT ON YOUR WAY IN, GET ONE ON YOUR WAY OUT!**
