

Leading an Effective Ethics and Compliance Ambassadors Program

Communicating with the Wider Workforce



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Communicating with the Wider Workforce - Overview

1. Establishing your approach to communication
2. Helping employees understand the role of the Ambassadors
3. Building trust with the workforce
4. Establishing working relationships with management and the workforce

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Establishing your approach to Communication

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Identify the different stakeholders and tailor approach

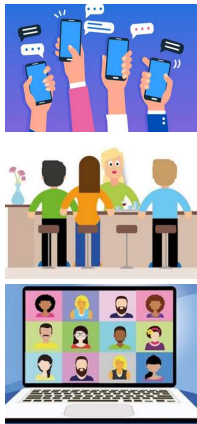

- Communicate clearly and frequently with the different stakeholders
- Tailor the approach to the different groups
 - Ambassadors
 - Wider staff population
 1. Frontline
 2. Back office
 3. Middle Management
 - Senior Management and Board
- All stakeholders should understand the 'why' just as much as the what and how



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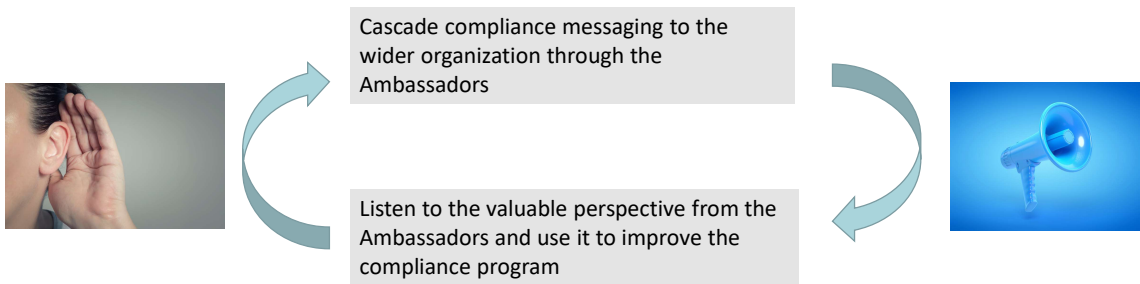
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Building a Plan

Culture/what's yours?	Cadence? When?	Channels? How
	<ul style="list-style-type: none"> • Monthly • Quarterly • Periodic communications • Tie to events (team meetings, Compliance Week) 	

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Establish a two-way flow



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Understand the role of the Ambassadors

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Personalize

- Share their names and pictures
- Use the words of the Ambassadors in comms and presentations
- Use real life examples and success stories
- Co-present with them
- Describe the program to their teams
- Find ways for them to step forward
- Allow staff to feel and experience the role of the Ambassadors rather than just be told about it



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Recognize spotlight your ambassadors

Highlight the Opportunity

Make being an ambassador an opportunity as opposed to another responsibility for your colleagues

Career Growth

Opportunities to present to leadership; provide mentoring opportunities;

Public Recognition

“Ambassador of the Year” – inviting the ambassador of the year to attend part of an Audit Committee, executive meeting

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Annual Review

August 9, 2022

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Building Trust

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Address all concerns and remove barriers

- Consider what obstacles might be in place to a successful program
- Get open feedback from participants and understand any concerns
- Remove obstacles as much as possible
- Counter false narratives
- Ensure continued backing from senior management



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Make it easy!



Find people that want to be ambassadors, not someone who is “voluntold.”



Monthly or quarterly group meetings. This will build a community to increase collaboration and build trust.



Check in with your ambassadors 1:1 to provide support and encourage candid feedback.



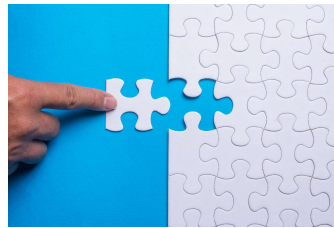
Listen to feedback and act on what the ambassadors are raising

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Demonstrate Value

- Link the goals of the Ambassadors program with wider company strategic goals and corporate values
- This helps with continued management support, funding and general engagement



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Establishing working relationships with management and the workforce

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Regular Engagement



Engage with Ambassadors regularly, both as they are starting out, as they are building the program and as they roll out initiatives



Give them the tools to make it easy for them. Sharepoint, graphics, other examples of successful work



Rotate the position. That allows people to step in and out of the role and the current reps can onboard the new Ambassadors

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Key takeaways

- Tailor the communication plan to the different stakeholders in the organization
- Personalize with individual stories and successes to bring the Ambassadors program to life
- Create a recognition scheme to incentivize and reward the Ambassadors
- Address concerns, make it easy and demonstrate value
- Engage regularly

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Thank you! Let's connect!

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