

# How to Promote and Reinforce Your Company's Values Through an Ambassador Program

February 10, 2021 • 12:00 PM CST • 90 minutes

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- Learn how to garner leadership support for your ambassador program, select the right ambassadors, and engage them through meaningful dialogue, tools and resources
- Learn how to promote an ethical and compliant culture through an ambassador program and what it takes to start a program from the ground up. Select the right people to reinforce behaviors you want your employees to embody
- Learn how to reinvent your ambassador program to promote a values-based culture. Find out how SCE transformed its Ethics Ambassador Program to its current Values Ambassador Program and the impact its ambassadors have had on fostering a positive work environment



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### Contact Information

Mr  Mrs  Ms  Dr

Member/Account ID (if known)

First Name MI Last Name

Credentials (CHC, CCEP, etc.)

Job Title

Organization (Name of Employer)

Street Address

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