



**ethicsLINC**

INNOVATIVE BUSINESS ETHICS SOLUTIONS

## ETHICS IN BUSINESS: BUILDING FOR SUCCESS



Ethics, compliance and good corporate governance practices – business leaders today are expected to demonstrate that they understand these concepts and have programs and processes in place that ensure these practices exist within their organizations. Government regulators, customers and potential customers, the communities in which companies operate, employees, non-governmental organizations (NGOs) and the global community expect a higher level of accountability and transparency from business organizations.

As organizations take on this higher visibility, leaders struggle to ensure they define their organization as one with an unquestionable “*Culture of Integrity*.” They feel the need to become *Greener*. More *Socially Conscious*. Or at the very least—*Legally Compliant*. Smart organizations understand that good corporate governance practices—including infusing a culture of ethics into their organization—is an essential element of success in today’s business environment.

As important as these concepts are, the very notion of *Organizational and Operational Ethics* is ill-defined and can be dizzyingly complex. Bringing the spirit of legal compliance, corporate responsibility, transparency and accountability into the actual operating environment can be a daunting task, but done right, it is an essential key to organizational success and sustainability.

### PUTTING ETHICS INTO PRACTICE IN ORGANIZATIONS

At ethicsLINC, we help you identify gaps and translate the advice you receive on legal compliance and ethical business practices into actionable, day-to-day operating processes for organizations. We help organizations meet compliance requirements, identify possible pitfalls and manage future risk.

We know that ethics programming is not sustainable as just an “add-on” to existing operational tenets. That’s why we work hand-in-hand with your management team to articulate the position you strive to attain – defining the organization you want to become and developing an actionable plan to get there.

OPERATIONAL ETHICS IS DIFFICULT TO ENVISION AND ACHIEVE IN THE REAL WORLD, BUT THERE IS A SOLUTION. **LET ethicsLINC HELP YOU TURN ADVICE ABOUT ETHICS AND COMPLIANCE INTO REAL, ACTIONABLE BUSINESS PROCESSES – WEAVING RELEVANT, REALISTIC AND SUSTAINABLE SOLUTIONS INTO YOUR CURRENT OPERATIONS.**

## ENABLING ORGANIZATIONAL CHANGE

Though specific situations and needs vary by organization, critical areas of focus for most organizations usually center on three key areas.

### GAP IDENTIFICATION

Finding lapses in compliance and the potential for ethics-related risk requires that an organization:

- Understand what its legal obligations are and how ethical issues can affect its strategic position in the global marketplace
- Define the level of risk it is willing to tolerate
- Match its plan for change – through process mapping – to the goals it wants to achieve

### OPERATIONAL ADOPTION

Shaping the way an organization incorporates ethics into an operational context requires:

- Development of specific process changes that can be targeted to employee work groups
- Seamless integration of the business process changes into the work the employees currently do rather than simply adding another set of tasks for them to tackle
- Creation of Compliance and Business Ethics programming that ensures flexibility as the organization moves into the future, whether in the domestic or international arena

### MINDSET CHANGE

Creating success that ensures long-term, comprehensive adoption of a new philosophy requires:

- Creating modular training that can be used effectively and economically for a variety of audiences
- Tailoring training to specific work groups – minimizing the amount of programming needed to train employees and maximizing the likelihood of success
- Fostering the development of additional skill sets to assist employees in making good decisions when the rules don't answer the question at hand

ethicsLINC TRAINING  
ANSWERS TWO ESSENTIAL  
QUESTIONS FOR YOUR  
EMPLOYEES—HOW HAVE  
THE NEW PROCESSES  
CHANGED MY JOB AND,  
AS IMPORTANTLY, WHAT  
DO I DO WHEN THE RULES  
JUST DON'T ANSWER THE  
QUESTION AT HAND?

## INNOVATIVE ETHICS SOLUTIONS FOR BUSINESS: OUR PROCESS

Though we operate as consultants and advisors for our clients' businesses, we don't subscribe to the typical consulting model of limitless hands-on involvement and unending engagement. Instead, we see ourselves as examiners, translators and instructors, identifying the key issues that affect an organization, bridging current state to a well-defined future vision and engineering a plan of action that organizations can adopt and execute on their own. Our process typically covers three key stages:



### ASSESSMENT

Though our assessments routinely include gap analysis, our approach is typically higher-level, **getting to the root of organizational aspirations** – understanding what management wants to become, framing that desire in the context of today's reality and developing the process to reach tomorrow's goal.



### TAILORED PROGRAMMING

We understand the dramatic differences from organization to organization and industry to industry. We also realize the presence and prominent role multiple experts play in helping companies run as effectively as possible. As such, **we tailor all programs to fit each individual company's needs**, taking into account not only day-to-day operational practicality, but also the other experts that help shape the future for each organization. We complement and augment, and take care not to disrupt the positive momentum organizations need to sustain viable change.



### SUSTAINABILITY THROUGH TRANSFER OF KNOWLEDGE

For change to truly take hold, it has to be self-sustaining. Short-term programs – workshops and seminars – can be temporary fixes, but enduring change can only be successful if it comes from within. **We help corporations define leaders within their walls that can carry the torch for organizational change.** Though our experts are always available for ongoing direction and advice, our goal is to create an internal force that will develop and direct their own culture of integrity, imparting a new ethos across the organization for years to come.

## VISION AND EXPERIENCE

ethicsLINC was born from the shared vision of two leading minds in the discipline of business ethics and compliance— **Linda DiSantis** and **Bob Gordon** — both with specific and focused experience in compliance and ethics integration in major corporations and public organizations. A summary of their deep and varied experience can be viewed online at [www.ethicslinc.com/bios](http://www.ethicslinc.com/bios).

