

SCCE CONFERENCE PRESENTATION

Better Business Practices Presents



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**"I WANT PEOPLE TO TRUST
MY QUALITY, I WANT PEOPLE
TO TRUST MY WORK, I WANT
PEOPLE TO TRUST MY WORD."**

- Patrick Gnazzo, Founder Better Business Practices, LLC



SCCE CONFERENCE FOCUS GROUP QUESTIONS

Better Business Practices





ASSESSING YOUR COMPANY'S CULTURE

- **Patrick J. Gnazzo**
Principal, Better Business Practices LLC

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AGENDA

- Why are values important to ethics and compliance?
- How focus groups can be used to elicit discussion of your values?
- Demonstration of focus group participation in assessing your values

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WHAT IDENTIFIES CULTURE WITHIN AN ORGANIZATION?

- Culture is difficult to assess and understand
- Is culture your values
- Do your business decisions take into consideration your company's culture
- Is culture how you want to be perceived by your stakeholders
- Is culture how you have been defined by your CEO? Board of Directors
- Is culture embedded into your ethics program

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WHAT DEFINES YOUR COMPANY'S CULTURE?

- Your values
- How you treat your stakeholders
- Do your charitable contributions and community involvement play a part in your culture
- Does sustainability play a part in your company's culture
- Is your company's culture embedded into your ethics program

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WHO INFLUENCES YOUR COMPANY'S CULTURE?

- Board of Directors/shareholders
- Management
- Employees
- Customers
- Suppliers
- Community
- Competitors

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WHO WOULD YOU TALK TO ABOUT YOUR CULTURE?

- Board of Directors /Shareholders
- Senior management
- First Line Managers
- Employees
- Customers
- Suppliers

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HOW WOULD YOU ACCESS YOUR CULTURE?

- History
- Senior Management and Board of Directors actions
- Data on allegations and hotline activity
- Surveys
- Focus groups

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SURVEYS VS. FOCUS GROUPS

- Ethics questions/culture questions/business questions
- Ethics surveys vs. companywide management surveys
- Employees and/or first line managers focus groups
- Customers and suppliers surveys and focus groups

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WHAT WOULD YOU TALK WITH FOCUS GROUPS ABOUT?

- Integrity
- Trust
- Honesty
- Respect
- Excellence
- Safety
- Community involvement
- Sustainability

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HOW TO INCORPORATE VOTING-PAD TECHNOLOGY INTO FOCUS GROUP DISCUSSIONS

- How anonymous voting pads can spur discussions
- What questions to ask
- Time of discussion - can stay on track or go off track

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USE YOUR PHONE TO GO THROUGH SURVEY QUESTIONS AND GENERATE DISCUSSION

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HOW LONG HAVE YOU WORKED FOR THE COMPANY?

Less than one year

One to four years

Five to nine years

Ten to twenty years

More than twenty
years

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I AM AWARE THAT THE COMPANY HAS STATED VALUES?

Yes

No

Unsure

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THE COMPANY TALKS ABOUT ITS STATED VALUES AT LEAST?

Weekly

Monthly

Quarterly

Annually


Never

Unsure

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THE COMPANY TALKS ABOUT ITS STATED VALUES AT LEAST?	
Integrity	
Trust	
Honesty	
Respect	
Excellence	
Safety	

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THE VALUE THAT IS TALKED ABOUT THE LEAST IS?	
Integrity	
Trust	
Honesty	
Respect	
Excellence	
Safety	

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THE VALUE THAT IS TALKED ABOUT THE LEAST IS?	
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Respect	
Excellence	
Safety	

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MY WORK GROUP PRACTICES THIS VALUE THE LEAST?	
Integrity	
Trust	
Honesty	
Respect	
Excellence	
Safety	

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MY MANAGER PRACTICES THIS VALUE THE MOST?

 When poll is active, respond at **PollEv.com/scce**  Text **SCCE** to **22333** once to join

 Answers to this poll are anonymous

Integrity

Trust

Honesty

Respect

Excellence

Safety

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MY WORK GROUP PRACTICES THIS VALUE THE LEAST?

Integrity

Trust

Honesty

Respect

Excellence

Safety

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SENIOR MANAGEMENT PRACTICES THIS VALUE THE MOST?

Integrity	
Trust	
Honesty	
Respect	
Excellence	
Safety	

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Safety	

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SENIOR MANAGEMENT PRACTICES THIS VALUE THE LEAST?

Yes

No

Unsure

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MANAGEMENT ENCOURAGES US TO SPEAK UP WHEN WE SEE MISCONDUCT OR HAVE A CONCERN?

Yes

No

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I FEEL COMFORTABLE SPEAKING UP WHEN I SEE A PROBLEM OR HAVE A CONCERN?

Yes

No

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I HAVE OBSERVED RETALIATION WHEN SOMEONE HAS SPOKEN UP ABOUT MISCONDUCT OR A CONCERN?

Yes

No

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WHAT DO YOU DO WITH THE RESULTS?

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QUESTIONS?

