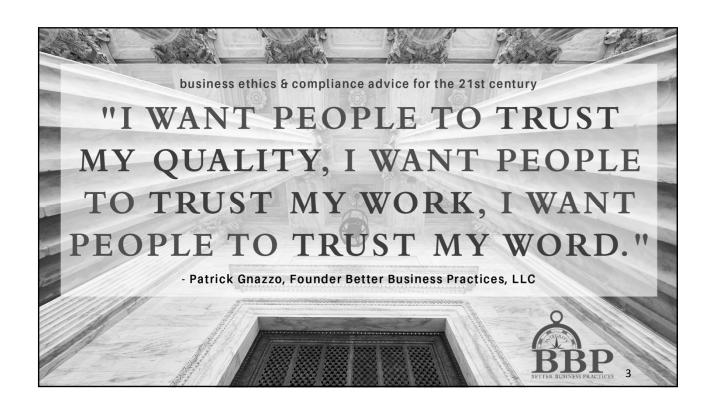


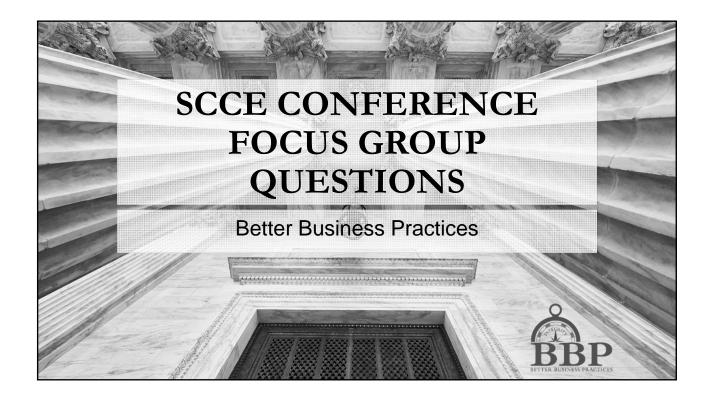
This Session uses polling

To participate in polling

Download "SCCE Mobile" in your app store. Then under the agenda find this session, scroll to the bottom and click "Poll Question" or go to PollEv.com/scce to answer the active poll.



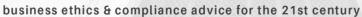






ASSESSING YOUR COMPANY'S CULTURE

Patrick J. Gnazzo
 Principal, Better Business Practices LLC





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



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



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



0

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



2

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



L4

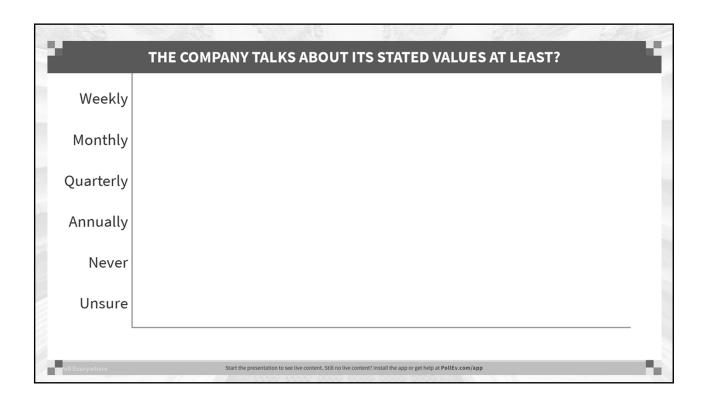
USE YOUR PHONE TO GO THROUGH SURVEY QUESTIONS AND GENERATE DISCUSSION



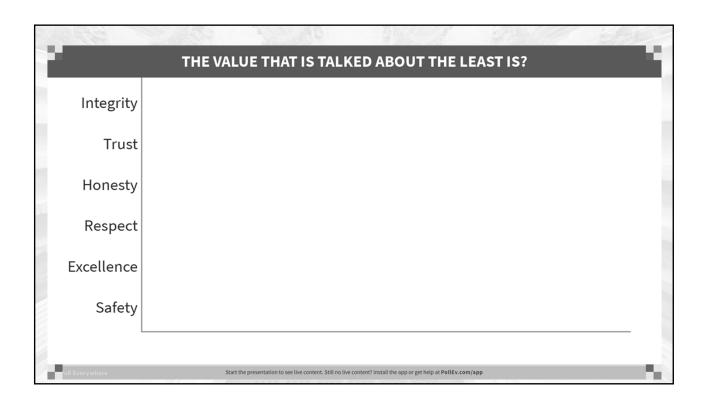
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HOW LONG HAVE YOU WORKED FOR THE COMPANY? Less than one year One to four years Five to nine years Ten to twenty years More than twenty years years Start the presentation to see live content. Still no live content? Install the app or get help at Politev.com/app

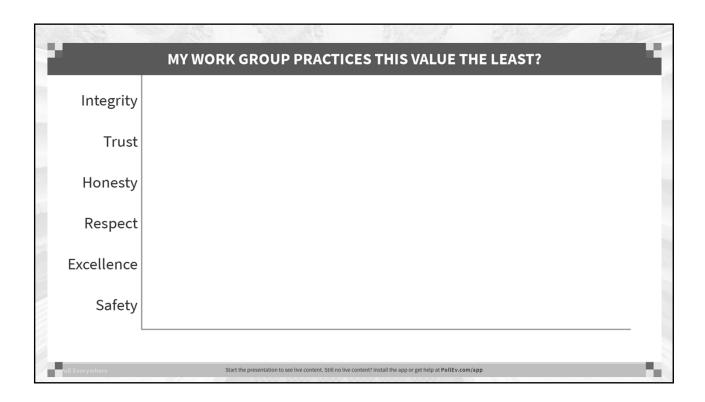
r .	I AM AWARE THAT THE COMPANY HAS STATED VALUES?		
Yes			
No			
Unsure			
oll Everywhere	Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app		



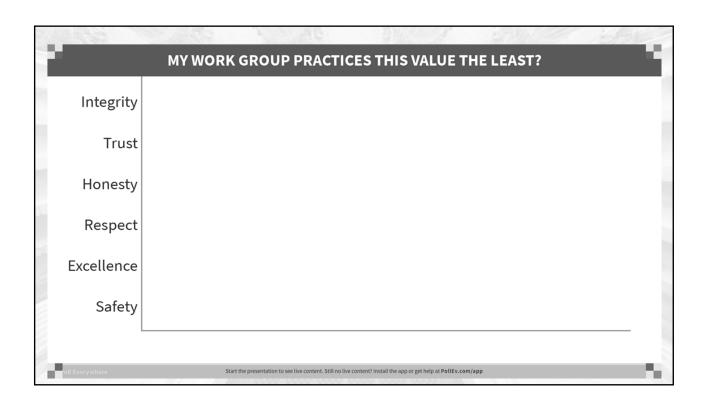
	THE COMPANY TALKS ABOUT ITS STATED VALUES AT LEAST?
Integrity	
Trust	
Honesty	
Respect	
Excellence	
Safety	



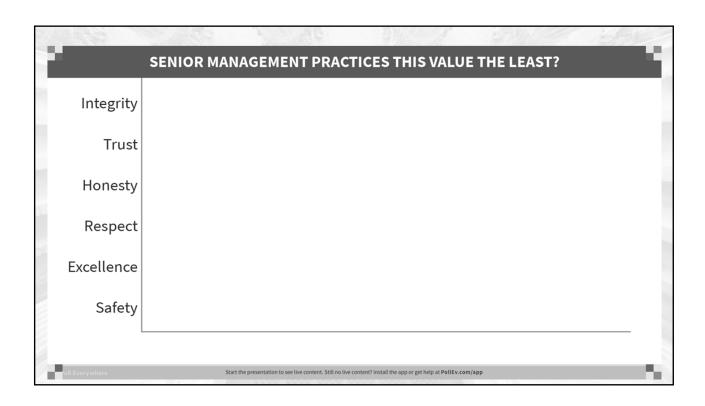
Integrity	
Trust	
Honesty	
Respect	
Excellence	
Safety	



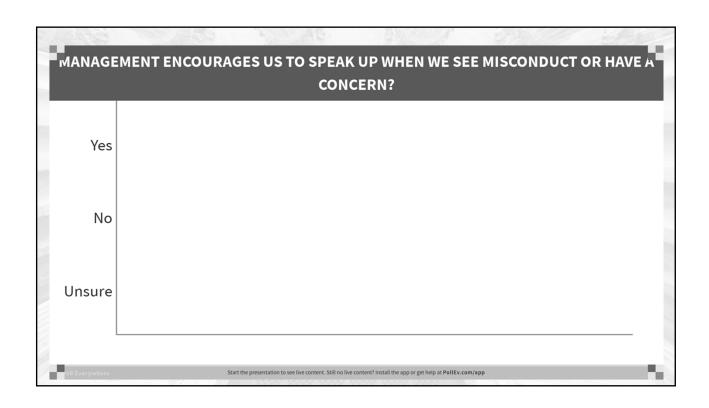
WHO I			
	MY MANAGER PRACTICES THIS VALUE THE MOST?		
c	When poll is active, respond at PollEv.com/scce Text SCCE to 22333 once to join		
	Answers to this poll are anonymous		
Integrity			
Trust			
Honesty			
Respect			
Excellence			
Safety			
oll Everywhere	Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app		



	SENIOR MANAGEMENT PRACTICES THIS VALUE THE MOST?
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Respect	
Excellence	
Safety	
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	Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app



	SENIOR MANAGEMENT PRACTICES THIS VALUE THE LEAST?
Yes	
No	
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oll Everywhere	Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app



I FEEL COMFORTABLE SPEAKING UP WHEN I SEE A PROBLEM OR HAVE A CONCERN?		
Yes		
No		
Unsure		
oli Everywhere	Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app	

