# accenture

# REINVENTNG YOUR CODE
## FOR THE DIGITAL AGE

**May 2018**

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## GETTING IT DONE

**Define vision (re-think the entire user experience)**

**Benchmark & survey**

**Identify sponsor(s), stakeholders and audiences**

**Make the business case**

**Create working team (including design and tech support)**

**Create project plan (including timeline with key milestones, feedback and test cycles and approvals)**

**Organize content**

**Define functionality requirements**

• **Chatbot considerations**

**Determine who is responsible to update, maintain and run the website (and chatbot)**

**Develop training & communications plan (including external)**

Checkpoints & approvals

Sponsor(s)

Budget

Content (SME input and stakeholder approvals)

Validate with outside counsel

Board checkpoints and approval

Testing

Launch

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# DEFINE VISION

## OUR EXAMPLE

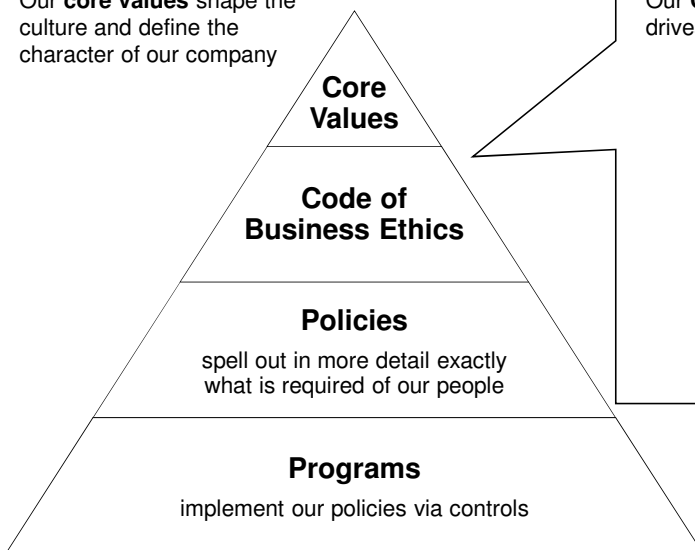**Empower people to operate with the highest ethical standards**

**Be the common thread that runs through a diverse "culture of cultures"**

**Help people make ethical behavior a natural part of what they do every day and make good decisions**

# WHERE OUR CODE FITS

Our **core values** shape the culture and define the character of our company

Our **Code Of Business Ethics** reinforces our core values and drives our culture of ethics and compliance

**Organized by six fundamental behaviors**

- Make Your Conduct Count
- Comply with Laws
- Deliver for Our Clients
- Protect People, Information and Our Business
- Run Our Business Responsibly
- Be a Good Corporate Citizen

**www.accenture.com/codeofbusinessethics**

**Core Values**

**Code of Business Ethics**

**Policies**
spell out in more detail exactly what is required of our people

**Programs**
implement our policies via controls

# BENCHMARK & SURVEY

## BENCHMARK PUBLICLY AVAILABLE CODES

Fortune 50

Most valuable brands

Competitors

Clients

## BENCHMARK AGAINST

Key attributes (e.g., decision-making tool, interactive)

Content type and organization

Length

Translations

## CONDUCT EMPLOYEE INTERVIEWS ROUNDTABLES

## SURVEY EMPLOYEES

## REVIEW ADDITIONAL PUBLICLY AVAILABLE RESOURCES

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# IDENTIFY SPONSOR(S), STAKEHOLDERS & AUDIENCES

## KEY STAKEHOLDERS

Legal

Human Resources

Marketing

CIO

## OTHER STAKEHOLDERS

Other content owners

Key business leaders

## AUDIENCES

Employees/prospective employees

Customers/clients

Investors

Regulators

Suppliers

Alliance partners

Community

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## ORGANIZE CONTENT

**Cross-check against benchmark results, core values, existing programs, policies and other internal resources**

**Determine primary audiences and their needs/expectations**

**Based on audience, determine focus:**

• **conduct-based requirements with individual accountability vs.**

• **organizational commitments and market differentiators**

**Balance brevity with audience/stakeholder needs and expectations**

**Organize intuitively (integrate with existing programs)**

**Progressive disclosure**

Features

CEO welcome
Core values
Who it applies to
Responsibilities
Raising concerns
Decision-making tool
Links to policies/tools
Translations

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## DEFINE FUNCTIONALITY REQUIREMENTS

**Easy to use/navigate**

**Device/platform agnostic**

**Consider mobile experience**

**Ability to raise concerns directly from code**

**Download and save/send PDF**

**Link to policies and resources (internal only)**

**Need for separate external experience**

**Search functionality and/or chatbot (see next slide)**

**Analytics (what are people searching/asking?)**

**Easy/inexpensive to maintain/update**

Mobile app

"Very 2010"
Low uptake
Requires updates
Outdated versions

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# CHATBOT CONSIDERATIONS

**Determine function across a spectrum of:**

• **answer questions on a standalone basis vs.**

• **triage and guide people to the right content**

**AI/machine learning vs. content matrix of potential keywords and context, which fuels a decision tree**

**Scope of coverage and exit strategy**

**Legal oversight and input into design, testing and run**

**Recognize situations in which people should be directed to raise concerns**

**Interactions should feel natural, but clear that the user is engaging with a chatbot, not a person**

**Ability to easily revert to chatbot to ask additional questions**

**Ask for feedback to improve performance**

**Balance anonymity with analytics**

**Don't lose sight of ease to maintain and update**

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# PREPARING FOR ROLLOUT

**Pre-launch**

• **Inform board, key leaders, stakeholders via live briefings and toolkits to support and answer questions**

**Launch**

• **Use a combo of email launch comms, leadership videos/forums, town hall meetings, social media and guest speakers in team meetings or on calls to:**

  • **communicate that employees will be held accountable**

  • **drive awareness**

  • **generate excitement, buzz and engagement**

**Required Training**

• **Employee acknowledgment of accountability and coverage as to why the change, what's new/different, new functionality**

• **Consider multiple modules to teach more in depth on substance and periodically reinforce buzz and awareness**

**Press (press release, leadership interviews, etc.)**

Accenture's clients

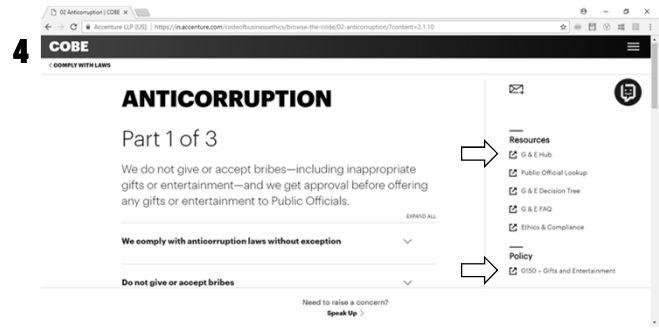Demonstrate our commitment to empower our people to operate with the highest ethical standards
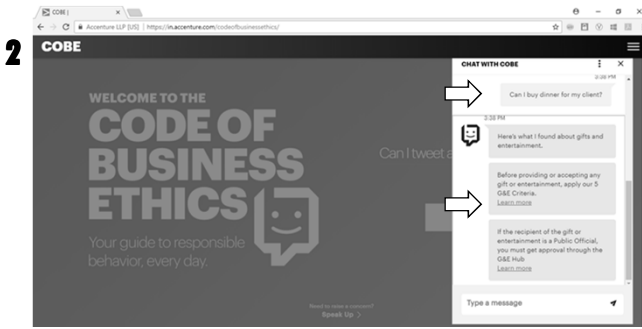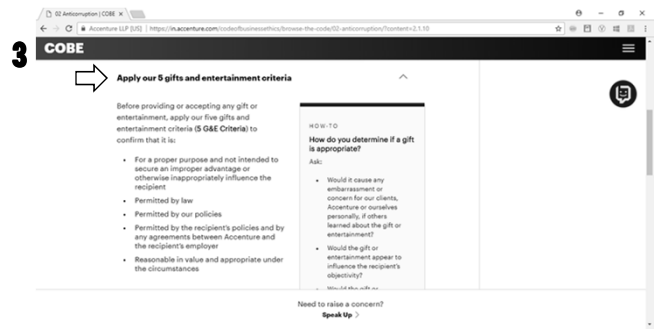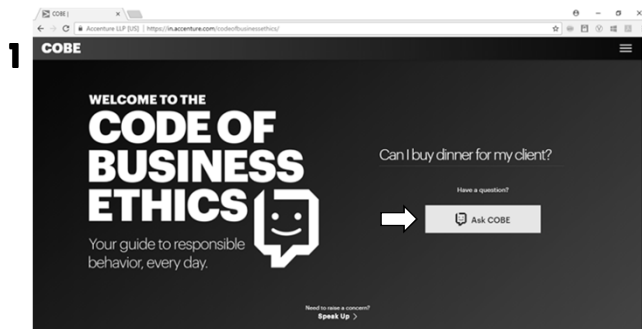
Many interested in what we're doing

Use as a credential

May even lead to client work

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# CAN I BUY DINNER FOR MY CLIENT?



# QUESTIONS?