accenture

REINVENTNG YOUR CODE
FOR THE DIGITAL AGE

May 2018

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

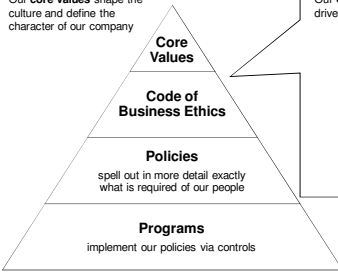**Empower people to operate with the highest ethical standards**

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

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WHERE OUR CODE FITS

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

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

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

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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

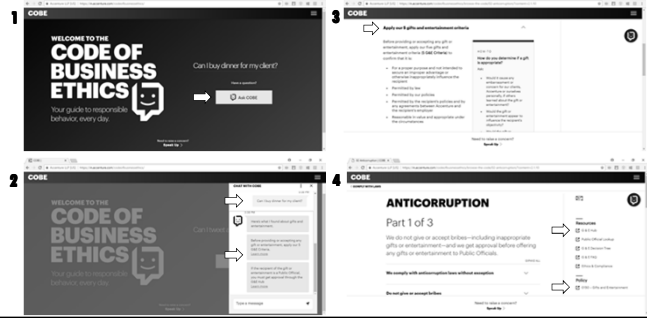Demonstrate our commitment to empower our people to operate with the highest ethical standards

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?

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