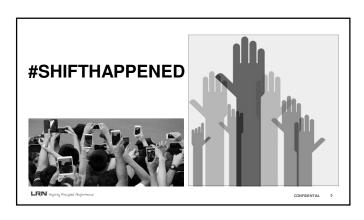
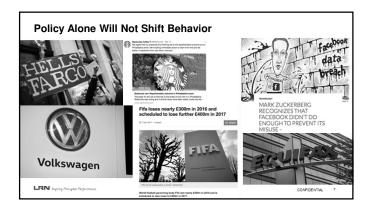


Percent who agree and percent who sa have for a CEO	ay each is one of the most important expec	ctations they
Percent who say that CEOs	For CEOs, building trust is job of	one
should take the lead on change rather than waiting for government to impose it	Their company is trusted	69
	Their products and services are high quality	68
64 %	Business decisions reflect company values	64
	Profits and stock price increase	60





#HashtagActivism — Turning Whispers Into Shouts and Fighting Stigma With Story #MeToo #YesAllWomen #AskMoreofHim #NotAllMen #MentorHer #AbuseofPower #TimesUp #Complicit #SilenceBreakers Facebook said that within 24 hours of Harvey Weinstein Scandal, 4.7 million people around the world engaged in the #metoo conversation, with over 12m posts, comments, and reactions. Source: The Claudian October 2017 LEIN Jury Transpar Reference.



Culture is a Key Driver of Impact



"Culture needs top. Member

SFO | serious fraud office

"Culture needs to be set from the top. Members of the corporation need to know that the corporation is committed to ethical standards... and that executives... are role models for ethical business conduct"

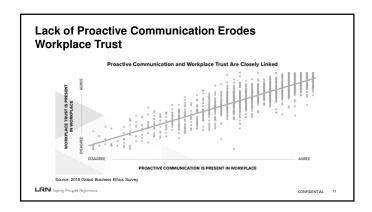


"... A corporation is directed by its management and management is responsible for a corporate culture in which criminal conduct is either discouraged or tacitly encouraged."

LRN Segiring Principles Performance

CONFIDENTIAL 8







To Activate Workplace Trust, Leaders and Managers can:		
Embed corporate values prominently	0	
into company-wide communication, messaging (metrics, scorecards, promotions)	Respond in a timely manger when concerns are raised	
Talk about values as part of practical daily business decision making	Celebrate people, recognize employees as individuals that	
	need to be heard and valued	
Invite diverse opinions, thoughtful dissent and open candor		
LIRN Supring Principle Performance	CONFIDENTIAL 13	