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HOW SURVEYING YOUR STAFF CAN IMPROVE YOUR BUSINESS ETHICS

July 31st, 2008: The Institute of Business Ethics today publishes a guide to surveying employees about ethical standards in their workplace.

It argues that surveying staff is key to understanding the efficacy of an ethics programme. This in turn can help businesses understand how to strengthen their ethical culture and minimise the risk of misconduct or reputational damage.

The report, entitled "Surveying staff on ethical matters", is the latest Good Practice Guide from the IBE.

"In an era when one ethical lapse can significantly effect an entire company's reputation, fostering a culture where ethical issues and challenges are openly discussed and dealt with is critical," said Philippa Foster Back, Director of the IBE.

When surveying staff on ethical matters, the report suggests that the following be considered:

- Different functions will need to work together, such as ethics, compliance, internal communications and internal audit as well as human resources.
- It makes good sense to incorporate ethics surveys into existing processes for canvassing staff opinion.
- The company needs to be clear about what aspect of ethical performance it wishes to better understand or measure: for example opinions, awareness and understanding, experiences and attitudes, ethical sensitivity and acumen.
- It is important that an organisation monitors its ethical performance against its own targets and ethical commitments.

The report suggests different methodologies for surveying staff, as well as ways of ensuring that such surveys are effective.

The Good Practice Guide: Surveying Staff on Ethical Matters is available from the Institute of Business Ethics.

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Notes:

Further information or copies of the report
please contact the IBE
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IBE Good Practice Guide: SURVEYING STAFF ON ETHICAL MATTERS

The IBE Good Practice Guides offer practical assistance and guidance for making ethics policies and programmes effective.

by Katherine Bradshaw, Andrea Werner, Nicole Dando

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Available from www.ibe.org.uk

The Institute of Business Ethics was established by business in 1986 to encourage high standards of business behaviour based on ethical values. The IBE aims to lead the dissemination of knowledge and good practice in business ethics. It is a registered charity.

- We raise public awareness of the importance of doing business ethically.
- We help organisations to strengthen their ethics culture and encourage high standards of business behaviour based on ethical values. We assist in the development, implementation and embedding of effective and relevant ethics and corporate responsibility policies and programmes. We help organisations to provide guidance to staff and build relationships of trust with their principal stakeholders.
- We collaborate with other UK and international organisations with interests and expertise in business ethics.

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