

PRESS RELEASE

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Ethics has an image problem, says a new Guide from the Institute of Business Ethics

“The way organisations communicate how they wish employees to behave can be the most powerful tool in achieving ethical behaviour,” says Katherine Bradshaw

15th May 2015: The latest research shows that 75% of the FTSE100 has a code of ethics, yet, as the continuing media stories of unethical business practices show, messages about ethical business practice seem to be failing to permeate.

How do you communicate something as nebulous as ‘integrity’? How can you communicate the ethical standards of an organisation effectively, so that they are not only understood, but are embedded in decision-making and behaviour?

Communicating Ethical Values Internally is the latest IBE Good Practice Guide. It examines the role of internal communications in establishing an ethical culture.

Using case studies from organisations like Deloitte, Lockheed Martin, HEINEKEN, L’OREAL, Diageo, Serco, Mitie, Rolls Royce, IPF and Balfour Beatty, this Good Practice Guide shares examples of some ways of communicating messages about ethical values to employees so that they are empowered to ‘do the right thing’.

Drawing on the latest research in neuroscience and learning and development, **Communicating Ethical Values Internally** offers practical advice on how to communicate ethics through company leadership, line managers, codes of ethics, training and the workplace environment, as well as examining the latest technologies using video and audio, such as social media and gamification.

Katherine Bradshaw, author of the Good Practice Guide, said: *“Company culture comes from the stories we tell each other. Whether those stories create an ethical narrative is another matter. By looking at ways to celebrate ethical behaviour in your organisation, and by using the tools in this Guide to tell those stories, you can communicate what ‘doing business ethically means’ for your business.”*

Philippa Foster Back CBE, IBE’s Director said: *“As the continuing scandals in the media show, messages about ethics are not getting through to employees. This Good Practice Guide offers practical advice and case studies to help these messages, not only be heard, but understood as well.”*

The Guide highlights a number of key points to bear in mind when communicating ethical values:

- Stories are part of your culture – make them positive ones
- Mind your language - think clear, accessible, inclusive
- Align your ethics messaging with the business strategy - doing business ethically makes for better business
- Leadership sets the tone - encourage all leaders
- Empower middle management

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- Know your audience - which channels will work best for them?
- Consider different learning styles - auditory, visual and Kinesthetic
- Don't forget our 'social brain'
- Consider the 70:20:10 ratio of how we learn - 70% on the job, 20% through informal learning, 10% through formal learning
- Involve your employees – communication is a two-way street
- Don't be afraid of surprising people- whether it's through a video, humour, answering a difficult question, using a new technology or an event
- Collaborate with other functions - ethics is everybody's business
- Show as well as tell.

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To obtain an advanced press copy of the report, or to organise interviews or articles, please contact k.bradshaw@ibe.org.uk 07771 517700

EDITOR'S NOTES

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By Katherine Bradshaw

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Launch date and information

The report will be launched at Deloitte at 8.30am on Friday 15th May 2015

As well as launching the IBE Good Practice Guide, the morning will showcase Deloitte's collaboration with drama-based experiential trainers, Steps, on business ethics.

The programme of speakers includes Sir Michael Peat GCVO (Independent Non-Executive, Deloitte), Philippa Foster CBE (Director at Institute of Business Ethics) and Peter Holmes (Independence & Ethics Partner, Deloitte).

Please [contact k.bradshaw@ibe.org.uk](mailto:k.bradshaw@ibe.org.uk) if you are interested in attending

The Institute of Business Ethics

The IBE a registered charity which promotes high standards of business practice based on ethical values.

We help organisations to strengthen their ethical culture through the sharing of knowledge and good practice.

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The author

Katherine Bradshaw

Katherine Bradshaw is the Communications Manager at the IBE. She has written the IBE Good Practice Guides *Developing and Using Business Ethics Scenarios*, *Speak Up Procedures* and *Surveying Staff on Ethical Matters*. She devised the IBE E-learning Tool *Understanding Business Ethics* and creates the scenarios for the IBE's ethics training.

Before joining the IBE she had a career in the music and comedy industry, with roles as general manager and press officer for, among others, Eddie Izzard, Robert Newman and the Guildford Festival. She has an MA in Creative Writing and Personal Development from Sussex University.

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