

## PRESS RELEASE

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# ***Business Ethics Scenarios:*** **a new Good Practice Guide from the IBE**

## **What would you do?**

*“Quarterly figures for our department are due in and we are only a fraction away from meeting our target. If it is met we all receive a bonus. We can reach it only if I include an order received just after the deadline. I’m tempted to adapt my figures to reflect this order. Surely that would be OK as the whole department would benefit, and I know some of my colleagues could really do with the extra money.”*

*\*please contact [k.bradshaw@ibe.org.uk](mailto:k.bradshaw@ibe.org.uk) for a suggested answer*

New IBE research has found that nearly **40% of UK employees do not report receiving any training on standards of ethical conduct**. Yet, training is an essential element of a corporate ethics programme. Failing to train staff in the importance of ethical values and how to apply them leaves companies open to integrity risk and reputational damage. Businesses that train their staff to understand and implement codes of ethics have also been found over the long term to outperform financially those that do not.

Scenario-based training is a means to sensitise staff to the ethical dilemmas they may face in their day-to-day work and gives them the confidence to deal with those dilemmas in a manner which is consistent with the organisation’s ethical values. The IBE’s new Good Practice Guide offers practical assistance to businesses and other organisations on developing, using and facilitating dilemma scenarios with their employees. It contains over 15 sample scenarios, as well as case studies from companies such as AWE, Best Buy, Raytheon, RWE npower, Serco and Stryker on how they are used.

Philippa Foster Back OBE, Director of the IBE, welcomed the publication. *“Scenarios are stories, and as stories they engage and inspire people to ‘do the right thing’. This Good Practice Guide has been put together in response to demands from companies for a collection of some of IBE’s scenarios. We have also provided guidance on how to develop scenarios for your company, since all organisations, and their training needs, are different.”*

***Developing and Using Business Ethics Scenarios*** provides practical advice on:

### ***Scoping***

- ✓ Consider the corporate context
- ✓ Clarify the motivation for the ethics training and decide on the aims and outcomes of the training
- ✓ Profile the intended audience for the scenarios
- ✓ Identify relevant ethical issues for the company/sector

### ***Developing***

- ✓ Gather source material
- ✓ Decide on the optimal exercise format and style for delivering the scenarios
- ✓ Consider the different opportunities for using the scenarios

### ***Facilitating***

- ✓ Select facilitators with relevant skills set
- ✓ Provide facilitators with facilitators’ notes to assist them in effective delivery.

This Guide will be of value to ethics practitioners, managers looking to enhance the ethical competence and capability of their team, and those with a responsibility for corporate communications, learning and development.

ENDS/

For further information, advance press copies, for a sample scenario or to arrange interviews, comments or articles, please contact [k.bradshaw@ibe.org.uk](mailto:k.bradshaw@ibe.org.uk) T:020 7798 6040 M:07771 517700

## EDITOR'S NOTES

### 1. **IBE Good Practice Guide: DEVELOPING AND USING BUSINESS ETHICS SCENARIOS**

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

By Katherine Bradshaw

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2. **The Institute of Business Ethics (IBE)** is a non-profit professional organisation, which encourages high standards of business behaviour based on ethical values. They raise public awareness of the importance of doing business ethically, and collaborate with other UK and international organisations with interests and expertise in business ethics. [www.ibe.org.uk](http://www.ibe.org.uk)

### 3. **The author**

**Katherine Bradshaw** has more than a decade's experience with IBE projects, including writing and editing the IBE Good Practice Guides on *Speak Up* 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 as well as for training for IBE corporate subscribers. She has an MA in Creative Writing and Personal Development from Sussex University.