

# Surveying Staff on Ethical Matters



# The Institute of Business Ethics

*The IBE was established in 1986 to encourage high standards of business behaviour based on ethical values.*

**Our vision** To lead the dissemination of knowledge and good practice in business ethics.

**What we do** We 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.

**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.

Institute of Business Ethics  
24 Greencoat Place, London SW1P 1BE

Telephone: 020 7798 6040  
Fax: 020 7798 6044  
Website: [www.ibe.org.uk](http://www.ibe.org.uk)  
E-mail: [info@ibe.org.uk](mailto:info@ibe.org.uk)

Registered Charity No. 1084014



# GOOD PRACTICE GUIDE

# **Surveying Staff on Ethical Matters**

By Katherine Bradshaw, Nicole Dando and Andrea Werner

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A list of publications that have resulted from research, surveys, conferences and seminars is given at the back of this publication. The IBE's website ([www.ibe.org.uk](http://www.ibe.org.uk)) is regularly updated and provides information on events and other aspects of the Institute's work.

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

**Surveying Staff** is the second in the Good Practice Guide series.

Drawing on experiences of UK and international companies, it looks at how organisations can use staff surveys as part of taking their ethical temperature and assessing the efficacy of their ethics programmes.

The Guide:

- outlines the different methods for surveying staff
- considers how to maximise the effectiveness of surveys
- provides a list of questions that companies use to ask their staff about ethical matters

To facilitate benchmarking, the Guide introduces the IBE's 12 benchmark staff survey questions.

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