

**Time= 40 minutes w/out Q&A**

**NHBSR WEBINAR:**  
**Creating a Culture of Values & Ethics**

**Cartoon** **SLIDE** Thank Chip, Molly, and Ted

**Goal/Agenda:** **SLIDE**

1. What tools to help you create a culture of values & excellence

2. Will Coach you on two 1) code 2) C of V.

3. Pls Call me

**End benefits:** **SLIDE**

- Increase employee and customer engagement
- Enhance reputation (branding)
- Increase business performance

**Key Terms** (No slide)

1) Ethics/values/morals >> **Ethics** John Molton, 1900's, English juris

2) **Culture:** personality, The way, values – which definitely links to the d-m process

**First let me build a case for why Good ethics do matter** **6 SLIDES**

- Statistics and models – **3 perspectives:** EE, leadership, performance
- **J&J** James Burk to Ralph Larson **SIIDE**

**Conclusion:** So if we agree....

So, if we agree that good ethics/values really matter, what **steps** could orgs take to be more intentional about developing a values-based, high performance culture? **Take 2 steps**

## **SLIDE**

- 1) **Create** shared ethical values statement Start at top: sr mgt , or sr mgt & next tier, Board
- 2) **Convert** agreed-upon shared values into desired actions & behaviors with **Internal & external** customers
- 3) **IGE** **SLIDE**

## **What is a code of ethics** **SLIDE**

### **1) 1st activity: How to Create code of ethics**

#### **High School** **HS SLIDE**

- *Peter -- Frame as facilitator*
- 5 ethical values (nouns) above HS front entrance -- ethical vs instrumental; ex: wisdom, creativity,
- Why I use high school

#### **The process: (15-25 -300 participants)** – Macro view **SLIDE**

- **Will do this 2x**
- Solo - 5 ethical values (nouns)
- **LARGE** Group brainstorm – Flip chart values
- Solo - pick favorite 5 values,
- Small groups- each group discusses & agrees on 5 values (20-30 mins)
- Large group – Get agreement
- Total time – 1 1/2 hours incl introduction, research slides, J&J

#### **One more time** -- **Micro view:**

**Keep slide up**

## One more time -- Micro view:

Keep slide up

### Let's talk about the Solo: 7-8 mins

Recall Rotary, boy scouts, Girl Scouts; norms, values, principles, meeting guidelines;

### Large Group brainstorm

- 20-50 words on flip chart
- "Person you admire"

### Small groups

- 3-5 people/group
- Roles: facilitator, timekeeper, scribe
- Consider synonyms 1) *truth, honesty*; 2) *respect, tolerance, inclusivity*
- No overarching terms Ethics and Integrity
- No outcomes *Ex. Trust, commitment, loyalty, communication*
- 3 Dictionaries
- At end, Scribes post their small group values on flip chart

### Large group

Agree on 5 ethical values

Negative poll

Teambuilding is **by** product of this activity

Fun

### 5 most commonly selected values

Slide with Synonyms

### Why a High School?

NO SLIDE

### Debrief prior small group work with Code = metaphor

SLIDE

- "Did wells" & "do betters" with examples
- What is the purpose of using the code of ethics as debriefing tool =
- End your meetings and group projects with this

Why have a code of ethics? Read **SLIDE**

Performance review Super & direct report **SLIDE**

Reminder: The Two Interactive Activities **SLIDE**

- 1) Create shared values statement
- 2) **convert** agreed-upon shared values into desired customer service practices with **Internal & external** customers – Carousel of values

## 2) 2<sup>nd</sup> activity Carousel of Values **SLIDE**

Goal: 1) To bring the code of ethics down to planet earth,

2) To understand better how to demonstrated these values

Frame as facilitator

*Top: How might these 5 values look when they are expressed in the best case scenario -- as desired actions & behaviors”*

- Five small groups (3-15 people/group) **Hold SLIDE**
- **5 rounds 8, 6, 6, 6, 6 = 32 mins**
- Roles: Facilitator, time keeper, scribe
- Multi-voting >> leads to action planning; Ideal at lunch **Hold slide**
- **A/P Examples:** 1) HHHCC 2)) Endowment for Health **SLIDE**
- 2) No gossip
- Total time: 1 ½ hours w/ intro and research; *Multi-voting 15 mins*

### **3) CLOSE**

**A.) 2 ways to develop a values-based culture** **NO SLIDE**

**B.) Benefits of a Values-based Culture** **SLIDE**

- Increased engagement w/internal & external customers
- Better reputation
- Increased business performance

**C.) Ralph Larson Quote** **SLIDE**

**D) Card – contact info** **SLIDE**

**RECORD End time:**

# **On Institutionalizing a Code of Ethics**

Post in lobby, conference room, on meeting agendas, newsletter, stationary, back of business card and on web site

Interviewing

Training

Performance reviews

Debrief meetings w/ code

Use story telling re: ethical dilemmas & moral courage

As a group ensure actions, behaviors plans, procedures, and policies express code

Take the time to discuss workplace ethics and