



## Tips for Implementing Organizational Ethics Training

- 1. CEO Driven:** Have the directive for training come from the top of the organization
- 2. Mandatory Training:** Insist that training be mandatory for every employee with no exceptions
- 3. Consistency:** Have a mechanism (in-person or Intranet) for annual updates/refreshers
- 4. Start Right:** Consider starting with an ethics audit. This is an assessment of organizational ethics strengths and weaknesses with an emphasis on identification and correction of vulnerable areas.
- 5. Ask the Experts:** Develop your own ethical think tank using an expanded short-term advisory group consisting of impartial advisors drawn together as needed for ethical decision-making support on specific, pressing issues. Advisors could include CPA's, lawyers, trained university philosophers, industry specialists, government specialists, etc.
- 6. Ethics Code Development and Compliance Audit:** This organizational process is designed to engage all levels of employees in the formulation of a shared statement of corporate values as well as review of policies to ensure that they are in compliance with latest industry standards. (May involve outside legal consultation with affiliated firm.) The process, as much as the resulting document, furthers support of the creation of an ethical culture that is more than lip-service compliance. The resulting document can be used for reputation-enhancement purposes.

*About the Author:* Ann Subervi is President & CEO of Utopia Communications, Inc., an ethically focused public relations agency headquartered in Red Bank, NJ. A member of PRSA's Counselors Academy's executive committee, Ann is an endorsed trainer of Trust Inc.'s LEAP methodology for values based leadership in the United States. For more on ethics in the PR industry, visit her blog at <http://www.ethicaloptimist.com>.



145 Wyckoff Road • Suite 204 • Eatontown, NJ 07724  
Toll Free: 1-888-321-UTOPIA (8867)

Offices in: Miami • Cincinnati • Houston • Denver • Walnut Creek