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 SLIDE

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

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

What is a code of ethics

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
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) 2nd 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

B.) Benefits of a Values-based Culture

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

C.) Ralph Larson Quote

D) Card – contact info

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