

ETHICAL PROFESSIONAL PROGRAM



" I'M ETHICAL. MY CLIENTS TRUST ME. I QUESTIONED IF IT WOULD REALLY ADD VALUE. BUT IT'S MORE THAN A COURSE, IT'S A PHILOSOPHY AND A CHALLENGE. IT HELPS YOU REFLECT BETTER AND PROVIDES A CLEAR PROCESS WHEN YOU DON'T KNOW WHAT TO DO."

Today, financial services professionals are under pressure to balance the demands of clients, their organisation and regulators. In the midst of this tension, there are tools that can strengthen good decision making, improve trust and relationships, and deliver a better service for clients.

The **ETHICAL PROFESSIONAL PROGRAM** is for the financial services sector – financial advisors, brokers, bankers and those who work alongside them. Participants are equipped with self-awareness and foundational skills in ethical decision making which are drawn from contemporary research in psychology, behavioural economics and neuroscience.

Program participants take away the knowledge and tools they need to identify and navigate difficult decisions.

BENEFITS

An ethics approach to decision making emphasises the bigger picture, helping employees to link everyday decisions back to business strategy and purpose.

The **ETHICAL PROFESSIONAL PROGRAM** will help your organisation:

- Build a strong foundation for an ethical, resilient business
- Foster sound and consistent ethical decision making
- Enhance relationships between clients and colleagues
- Increase staff capacity for innovation when responding to business opportunities, issues and challenges
- Reduce compliance burden, and enhance productivity, as staff become equipped to make better choices
- Demonstrate a commitment to ethical culture, building trust amongst clients, staff, investors and regulators.

The program provides continuing professional development points from three industry associations.

CPD ACCREDITED: AFA, FPA, SMSF

LEARNING OUTCOMES

In today's conditions of constant change, professionals are often expected to make split-second decisions. Being drawn in multiple directions has become part of everyday decision making, but when a situation is uncertain or the stakes are high, few people have the knowledge or skills to negotiate this complexity.

ETHICAL PROFESSIONAL PROGRAM participants will be able to:

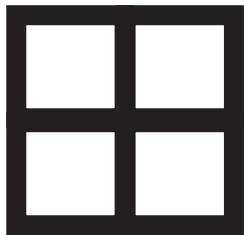
- Better understand clients' needs and motivations
- Examine ethical perspectives in decision making
- Apply ethical awareness by recognising strengths, biases and blind spots
- Demonstrate the organisation's and profession's ethical framework through their decisions and behaviour
- Positively improve and impact ethical challenges that exist in the financial services industry.

ETHICAL PROFESSIONAL PROGRAM

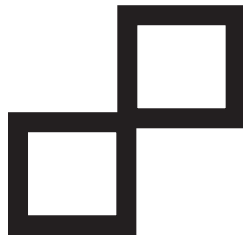
"THIS COURSE IS BY FAR THE MOST ENGAGING AND PRODUCTIVE I'VE BEEN PART OF. I'D RECOMMEND IT TO ANY OF MY COLLEAGUES."

WHO IS IT FOR?

The ETHICAL PROFESSIONAL PROGRAM has been designed for the financial services sector, working in partnership with leading industry stakeholders including professional and industry associations, regulators and leading banks. It's for all professionals in the sector and will positively impact all levels of an organisation to influence long term change. Participants have been drawn from large corporates including AMP, ANZ, BT Financial Group, Commonwealth Bank and Macquarie Bank, to smaller businesses Australia-wide.



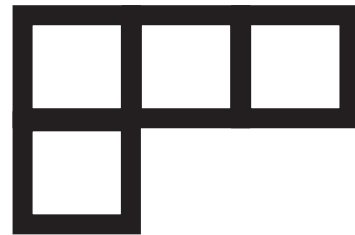
DETERMINE PERSONAL ETHICAL STYLE



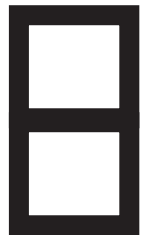
RECOGNISE DIFFERENT PERSPECTIVES



THINK CRITICALLY ABOUT COMPLEX ISSUES



APPLY A ROBUST FRAMEWORK TO DECISIONS



IMPROVE RELATIONSHIPS

WHAT IS INVOLVED

The program offers relevant and practical materials and a tool to test your ethical personality in the lead up to an intensive two day face-to-face workshop. Pre-reading and a post-workshop assessment will take up to six hours.

Visit www.ethics.org.au/ethicalprofessional to find out more.



THE ETHICS CENTRE

The Ethics Centre is an independent not-for-profit organisation that has been working for over 25 years to improve lives and support communities built on strong ethical foundations. The Ethics Centre remains the only organisation in the world providing practical guidance on complex ethical issues across all levels of society. Within communities and across continents, we work with individuals and families, organisations and industries, militaries and governments, to help people embed ethics at the centre of their decisions and actions.



FIND OUT MORE

LVL 2 LEGION HOUSE
161 CASTLEREAGH ST SYDNEY NSW 2000
ADVICE@ETHICS.ORG.AU T +61 2 8267 5700
WWW.ETHICS.ORG.AU