

ETHICAL FRAMEWORK DESIGN



"THE DEVELOPMENT OF AN ETHICAL FRAMEWORK ALLOWED US TO NOT ONLY FOCUS OUR WORK, BUT ALSO TO GALVANISE OUR PEOPLE AROUND A COMMON PURPOSE. IT CHANGED THE WAY WE DO BUSINESS."

A great workplace culture is built on strong foundations. It's about knowing purpose, examining values and building the conditions for better results and happier and more productive people.

ETHICAL FRAMEWORK DESIGN

helps organisations to develop or revitalise their ethical core. Through a clear purpose statement and well articulated values and principles, this 'ethical framework' becomes the foundation for a values-based culture and systems which shape actions and interactions at all levels of an organisation. They become a universal filter for decision making, from strategy development and policy frameworks, through to operations and daily decisions.

Our co-design process involving key stakeholders ensures the framework is designed by, and with, your people, becoming the organisation's unwavering and unchanging guide.

BENEFITS

Many organisations focus on their technical expertise but forget the underlying competencies that have the capacity to make them thrive – their purpose, values and principles. A clearly defined ethical framework is key to ensuring that employees are empowered to make decisions that are consistently aligned with the organisation's vision, and how they want to achieve it.

ETHICAL FRAMEWORK DESIGN will help your organisation;

- Clarify your core identity
- Drive high performance by providing employees with a clear and consistent reference point for decision making
- Reduce the risk of poor decisions being made, and therefore the cost of capital
- Strengthen recruitment and retention as more people choose to work for organisations that knows what they stand for and value
- Gain competitive advantage by educating clients and stakeholders on who you are and what you stand for.

OUTCOMES

If an organisation's purpose provides the 'why' you do what you do, the values and principles help determine how things should be done. In aligning these elements, a true north is provided for decision making, providing all who work there with a clear indication of what is 'good' and 'right' in any decision. The absence of this ethical framework leaves people to fill in the gaps, creating inconsistencies in how decisions are made, heightening the risk of ethical failure.

ETHICAL FRAMEWORK DESIGN delivers;

- A core purpose statement which clarifies an organisation's fundamental reason for being
- A set of values which guide what's good and help determine if staff are on the right path to fulfilling business goals
- A set of principles to act as guideposts to the right decisions
- An implementation strategy to drive understanding and engagement.

ETHICAL FRAMEWORK DESIGN

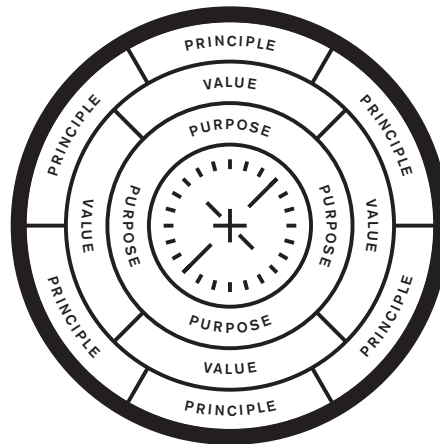
"THE FRAMEWORK WE DEVELOPED TOGETHER CONTINUES TO BE THE BEDROCK OF WHAT WE DO. IT'S CONSTANTLY REFERRED TO IN OUR WORK TO ENSURE IT'S UNDERSTOOD AND VALUED."

WHO IS IT FOR?

In *Built to Last*, James Collins and Jerry Porras reveal that purpose and values driven organisations outperformed the general market and comparison companies by 15:1 and 6:1, respectively. With a clearly defined and understood ethical framework being such a vital driver of high performance and a well-functioning and inspired workplace, **ETHICAL FRAMEWORK DESIGN** can be implemented within organisations of all size, age and industry.



PURPOSE
VALUES AND
PRINCIPLES
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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

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