

The Ethics Mark™



1. Recognition

‘I want you to trust me’

– *Particularly for low trust rated businesses e.g. Estate agents*

2. Development

‘I need to understand’

– *Focussed on organisations going through key life transitions or crisis*

3. Growth

‘I want to enhance performance’

– *Releasing organisational potential by moving from a ‘management by rules’ culture to a ‘management by principles’ culture*

4. Inspire others

‘I want to take a stand’

– *For those organisations who want to make a statement about values-led business*

Shared Values = Better Performance

‘The heart of effectiveness is building integrity through the constant observation of one’s lack of integrity.’

- *William Torbert*

Explicit values guide decisions

Judgements depend on values

If your values are explicit people
know what is expected

Values bring people into
alignment

Be wholesome

- When people are aligned the system becomes whole
- A wholesome organisations is not at war with itself or its people
- The whole is a living organism
- The whole is more than the sum of its parts
- Values serve the organisation's purpose

Benefit Internally

- People can choose to adopt the values
- Clear values enable them to be self-directing
- Cost of control and supervision is reduced
- Removes blame and promotes learning
- Eliminates friction and releases energy
- Makes for a healthy and happy workforce

Benefit Externally

- Competitive positioning enhanced
- Builds customer relationships
- Demonstrates social responsibility
- Develops reputation and loyalty

How do I make it happen?

- It's a journey – take the long view
- Embark on values education
- Use values to realise your vision of success
- Engage people in the process
- Let people take values leadership roles

Application Process

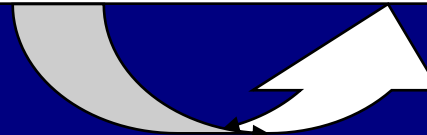
STAGE 1: VALUES STATEMENT



STAGE 2: VALIDATION



STAGE 3: ASSESSMENT



Stage 2: Validation

AGREE STAKEHOLDERS



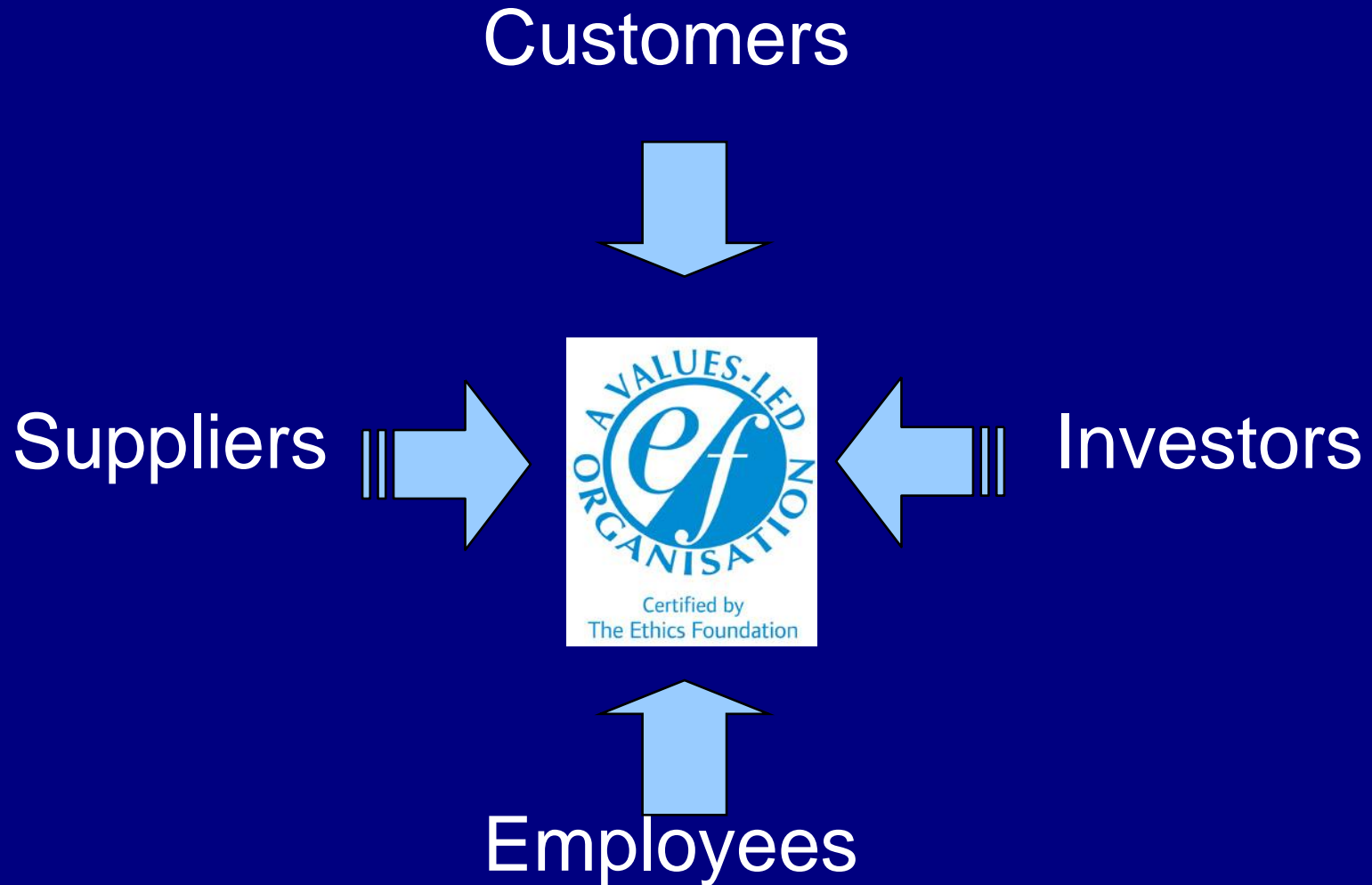
STAKEHOLDER FEEDBACK



ASSEMBLE EVIDENCE

FURTHER ACTION?

Stakeholder Verification



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