

## Speaker Topics

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### **TOPIC 2 - 'Reposition' your Organisation's Ethics Program for Enhanced Performance**

John's focus on the contribution that an ethics program can make to company performance grew out of his own experience.

John led the turnaround of an acquired subsidiary of an entrepreneurial listed company, and thereafter led the turnaround of a subsidiary of a multinational company. The former did not have an ethics program, the latter did. It became apparent to John that a well considered and well implemented ethics program is a most valuable asset to an organisation. John observed that the extent to which an ethics program contributes to business performance, is directly correlated with the attention that the organisation and management do or don't give to the ethics program. This emphasises that business leaders are the people who make this opportunity happen! It also emphasises the need for organisations to deal with ethics systematically and in advance!

Does your organisation have a code of ethics? Is the ethics program alive and well? Is the ethics program evident and relevant? How does the ethics program impact performance? Is the ethics program confined to a document? Is the ethics program embraced by the board? Is the ethics program embraced by management and employees? Do the organisation's suppliers and customers and other stakeholders consider the ethics program to be effective and of value? Is the ethics program a point of differentiation? Does the ethics program contribute to the organisation's reputation?

These are some of the questions that form the basis for the presentation. They are the same questions that cause business leaders to revisit the place that an ethics program plays in their business. John provides guidance on how business leaders can assess the current contribution of an ethics program to organisational performance, together with a practical framework to 'reposition' the ethics program for enhanced performance.

#### ***Who will benefit?***

*Business Leaders, Directors, CEOs, Divisional Heads, Functional Heads, Management teams.*

#### ***Business Impact?***

*The speaker topic enables the audience to assess the 'reposition opportunity' for their business or for the component of a business for which they are responsible. Realising the 'reposition opportunity' requires management commitment together with a well defined initiative that is implemented well.*