

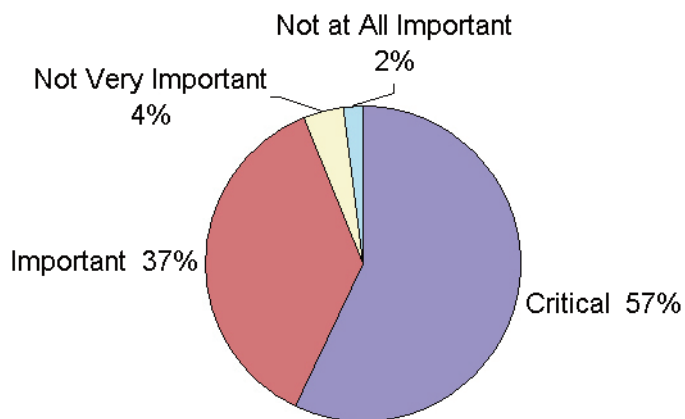
Creating Advantage through Values-Based Culture Building

Organizational & Management Consulting • Training • Facilitating • Coaching

Ethics and Employee Engagement

A report on how ethics affects corporate ability to attract, recruit and retain employees

How important is it for employees to work for ethical employers?



Source: Opinion Research Corp. – June 2006

The following pie charts and text are adapted from an ethics study by LRN, headquartered in Los Angeles, CA. This June 2006 study was based on 834 telephone calls to American men and women – age 18+, in every state except Hawaii and Alaska – as part of a survey conducted by Opinion Research Corp.

While doing the right thing is and always should be its own reward, there are real financial benefits for employers to embrace ethics in the workplace. An ethical climate can reduce costly employee turnover, as well as provide an incentive for employees to stay where they are when tempted by more lucrative, but more ethically challenging work elsewhere.

see *Employee on back*

Words from the Wise

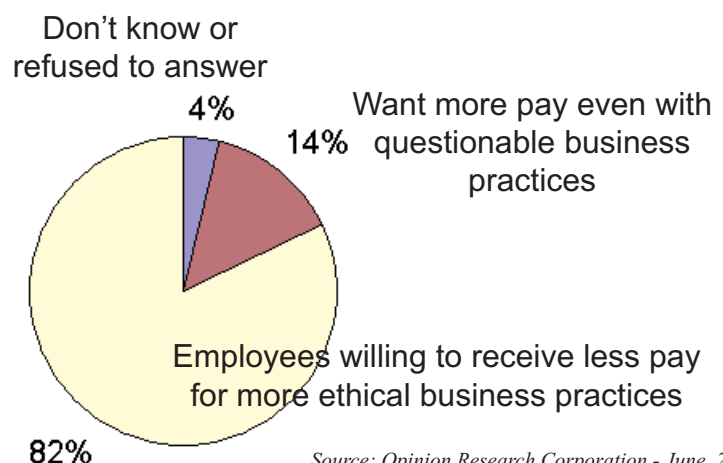
“We must adjust to changing times and still hold to unchanging principles.”

— Jimmy Carter,
39th President of the United States



Our Mission: To help organizations and schools increase their employee commitment and “customer” loyalty. These outcomes are reached through training, facilitating, and consulting in the critical components of culture-building: ethics, leadership, values-based decision-making, moral courage and strategic planning.

Employees willing to receive less pay for more ethics



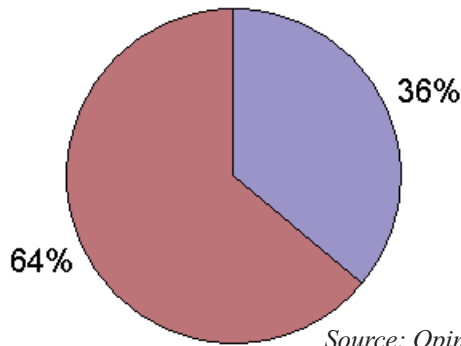
Source: Opinion Research Corporation - June, 2006

Employee - continued from front

To reap these benefits, employers need to ensure that they tighten their ethics practice and focus on cultivating an ethical corporate culture. Ethics/values programs must be tailored to meet the needs of employees in personal and meaningful ways; employees must both embrace the principles behind the effort, and internalize ethics into their decision-making on the job. Further, the distracting power of ethical lapses can create friction, dissonance and distraction that can get in the way of productivity.

LRN's experience, which is validated by these findings, demonstrates that companies that take steps to create ethical, self-governing organizations experience stronger relationships with partners, customers and employees. This is a direct result of increased trust fostered when organizations deliver on their promises consis-

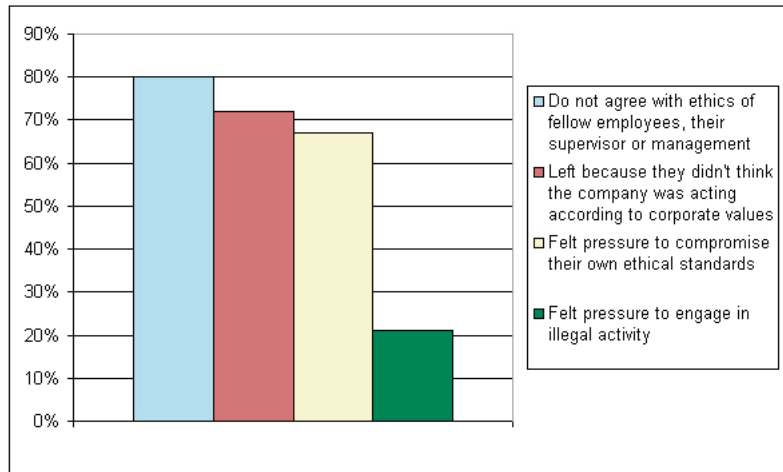
More than 1/3 of employees have left a job because of disagreeing with the company's ethics



Employees who left a job because they disagreed with the company's ethical standards

Source: Opinion Research Corp. – June 2006

Ethical reasons employees left jobs



Source: Opinion Research Corp. – June, 2006

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tently. These companies also experience reduced costs associated with legal and regulatory noncompliance, increased revenue and

shareholder value through stronger customer loyalty and enriched reputations. ■

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