



## *AIBE Ethical Code Development and Implementation Workshop*

This AIBE Workshop shows how large or small corporations can make real improvements in their standard business practices without jeopardizing their competitiveness in the marketplace. It offers a systemic, step-by-step approach to creating and implementing a voluntary code of conduct that is economically efficient and socially viable.

### **Objectives**

- Develop/review mission statement
- Evaluate culture
- Create a realistic ethical code
- Develop a compliance system

### **Strategy**

- Full participation
- Maximum Time Utilization
- Concrete, Useful Results
- Frankness and Candor

### **Teamwork Suggestion**

Effective Teamwork. It comes about by turning individual effort into a synchronized group effort.

The workshop has been designed to encourage everyone's involvement.

### **The AIBE Workshop**

During the Workshop, teams of participants are asked to discuss and formulate a team answer to five tasks:

Task 1  
Develop/review  
Corporate  
Mission  
Statement

In task 1, participants are asked to review existing or develop a new corporate mission statement. The statement is the foundation upon which the workshop is built.

Task 2  
Evaluate the  
Corporate  
Culture

A highly efficient corporation with good performance has three characteristics:  
1. A winning corporate culture  
2. The attitude of employees  
3. Systemic management  
In task 2, the participants are asked to evaluate and help build a winning culture based on clear corporate values

### Task 3

List and put into  
Priority the  
Principles  
And practices that  
You feel your  
Corporate code  
Should cover

Up to this point, the group has generated a lot of ideas about what might be done to help the corporation more effectively carry out its mission of service. With this foundation, the group's attention is now focused on aligning corporate culture with business needs and objectives in a credible and believable code of practice.

### Task 4

Write a  
Viable and  
Realistic  
Code of  
Ethics

The next step is for the group to create an economically efficient and socially viable code that is not just a lofty corporate intent and purpose but has special content.

### Task 5

Develop a Code  
Compliance  
System

As the code of ethics is a voluntary process managed by the corporation, it should be taken seriously and have a meaningful monitoring procedures as to verification and disclosure of the corporation's compliance with the code provisions.

As a result of the AIBE workshop, you will have:

- a voluntary code of ethics to assure important segments of stakeholder constituencies and the public at large that the corporation conducts its business in a highly ethical and professional manner that goes beyond prevailing legal standards.
- A sense of unity among the board, top management and key staff.
- An increase in the motivation and commitment to achieve the code as proclaimed.



For further information please contact AIBE (The Association for International Business Ethics), a society registered under the laws of Hong Kong and approved as a charitable institution.

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AIBE

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