Purpose: To improve ethics in the workplace
Strategy: To build a critical mass of people committed to ethics and better enable them to make a difference

<table>
<thead>
<tr>
<th>Process</th>
<th>Awareness</th>
<th>Measurement &amp; Monitoring</th>
<th>Proactive Management</th>
</tr>
</thead>
</table>
| Products & Services | **Ethics talks**  
1-2 hr. talks to improve ethical awareness and understanding:  
- “Workplace ethics: illusion, luxury or necessity?”  
- “Workplace ethics: can you make a difference?”  

**Ethics training**  
Staff training to maintain awareness and to address ethical issues and questions.  

**Ethics Monitor**  
A web based survey for employees and other stakeholders (5 mins. to complete) to identify and prioritise critical issues and necessary actions to improve your ethical status  

**Ethics consulting**  
Customised interventions to convert prioritised issues and actions into results  

**Ethics workshops**  
½ - 2 day workshops for in-depth discussions:  
- “Ethics, the new fault line of leadership”  
- “Does workplace ethics make good sense?”  
- “Ethics: Towards making a difference”  

Publication | “Ethics: Giving a Damn, Making a Difference”  
To be published in 2011