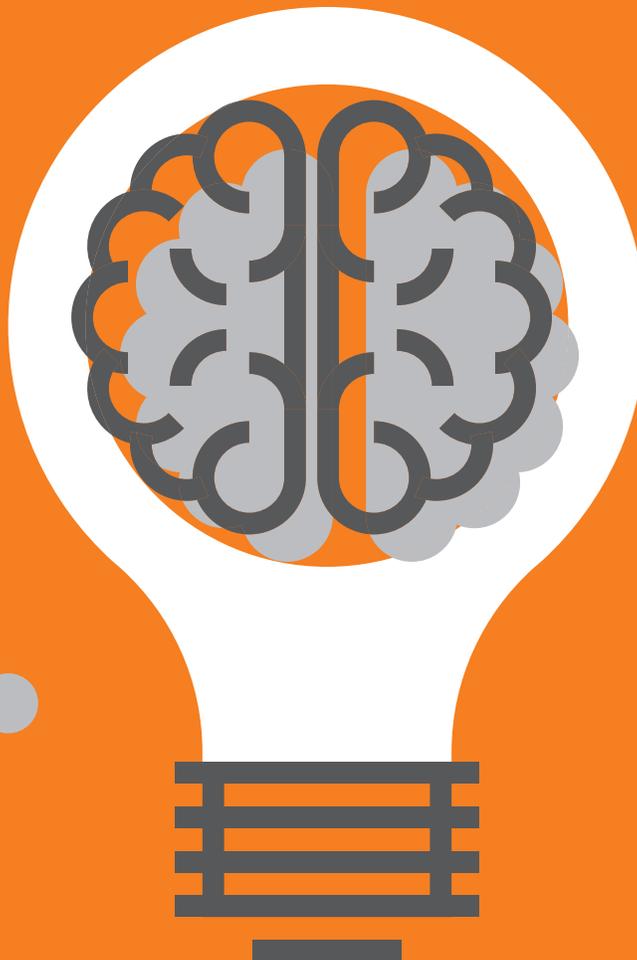




CODE OF CONDUCT:

BLUEPRINT & DEVELOPMENT

Key Takeaways



PLAN

“Failing to Plan is Planning to Fail.”

– Alan Lakein

The six following questions are a great place to start the plan for your new code of conduct.

1. **Who?**

Carefully consider who needs to build, review and approve your new code. One author can provide a consistent voice, while several reviewers and editors can help integrate priorities from across your organization. Your goal is find a balance that fits your organization, provides the buy-in needed, with the bandwidth to get the work done.

2. **What?**

Explore what topics your peers and competitors are covering in their codes. Review that list. Then make sure your code addresses the key risk areas your employees and third parties need to understand and be aware of in your industry and organization.

3. **When?**

Discuss timing with colleagues across your organization. Are you in the middle of a brand redesign? Now might be the best time to revamp and realign your code of conduct to your new look. If you're in the middle of a merger or acquisition, it might be better to wait until that process is complete.

4. **Where?**

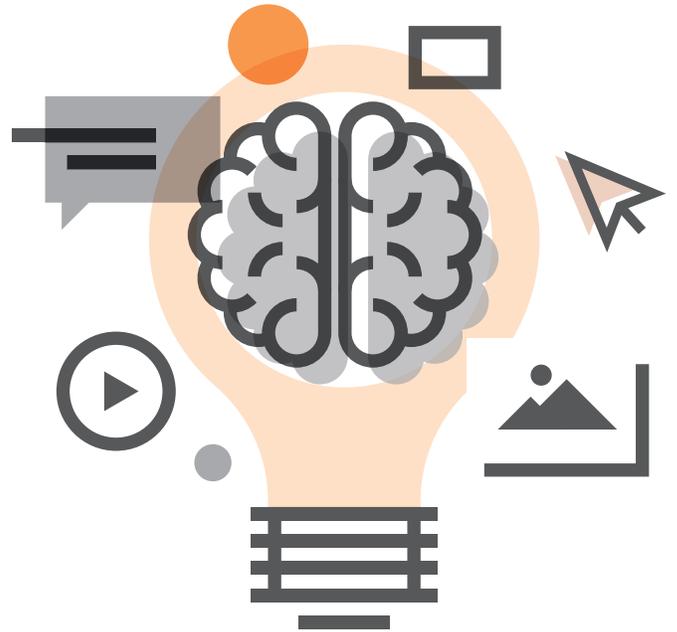
Think of the places your code will need to live so that employees across your organization will all have easy access to it. Build your code with these in mind: the needs of publishing a paper code, posting to your intranet and/or a public-facing website should all be considered.

5. **Why?**

Starting with a why statement that encompasses the end goals for your new code can help answer and guide questions and concerns that come along the way.

6. **How?**

Research codes that are winning awards. Codes that employees and employers are talking about could be great models for yours. Plan the design and writing style that you want to use in your code, and stick to it throughout the entire document. Make it easy to read, navigate and understand for the best results.



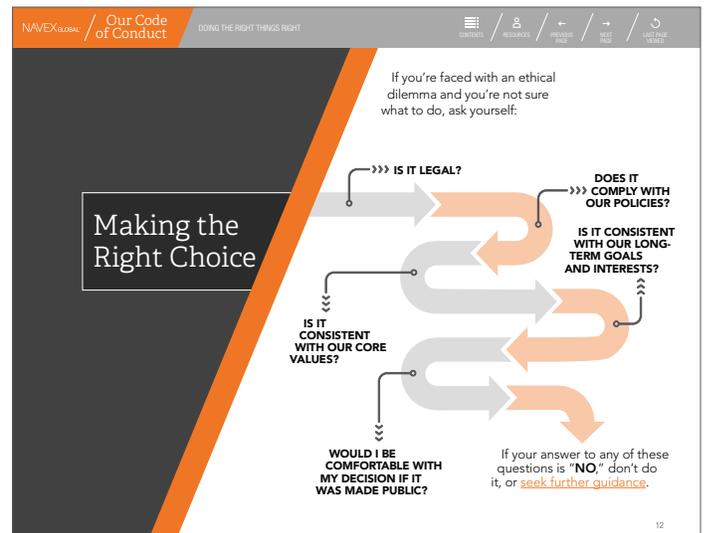
BUILD

Take Your Code from Document to Resource

With your teams selected for writing, reviewing and approving, your end goal in mind, and a well-formulated plan in place, you're ready to start building your code. A modern code that your employees will revisit when they have a question or concern must be more than a written document. It needs to be interactive, visually-appealing, and an easy-to-use resource.

Design and interactivity is important, but you can't forget about writing. Writing clearly with a consistent style throughout your code is essential to communicating the information your employees need to know and understand so they can make decisions that align and reinforce your organization's goals and values.

Graphics such as NAVEX Global's "Making the Right Choice" can provide straightforward advice that employees can directly apply to any decision they come up against. It's one resource that can point them in the right direction. Plus, it highlights key areas our code covers, and includes a link to a list of resources, including our whistleblower hotline, if they are still unsure.



Things You **Should** Include in Your Code

- Letter from your CEO (set your tone from the top)
- Interactive table of contents (helps your code be a resource, not a book)
- Introduction to your code (for employees and third parties)
- Hotline reporting information (telephone number and link to web-based report form)
- Q&A and everyday examples (help make your code relevant and practical)
- Other helpful contact information

Things You **Shouldn't** Include in Your Code

- Legalese (easier to read means easier to use)
- Long lists of dos and don'ts (you can't and shouldn't try to cover everything)
- Margin-to-margin text (add pictures, graphics and charts)
- Detailed policies and procedures (link to them instead)



NAVEX Global provides a comprehensive suite of ethics and compliance software, content and services that help organizations protect their people, reputation and bottom line. Trusted by more than 13,000 customers, our solutions are informed by the largest ethics and compliance community in the world. For more information, visit www.navexglobal.com.

Americas

5500 Meadows Road, Suite
500 Lake Oswego, OR 97035
United States of America
info@navexglobal.com
www.navexglobal.com
+1 (866) 297 0224

EMEA + APAC

4th Floor, Vantage London
Great West Road
Brentford, TW8 9AG
United Kingdom
info@navexglobal.com
www.navexglobal.com/uk
+44 (0) 20 8939 1650