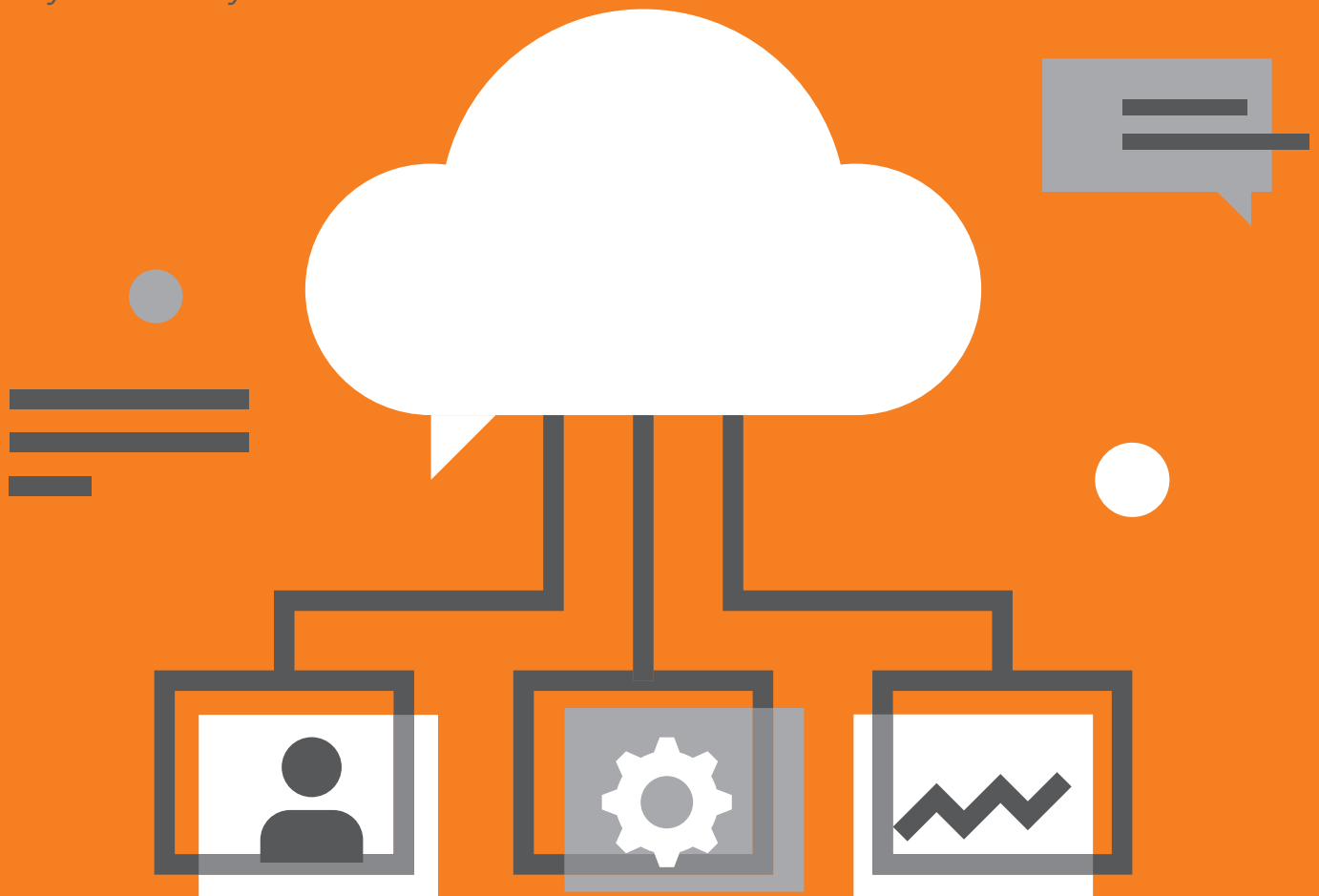




CODE OF CONDUCT:

# DISTRIBUTING & OPERATIONALIZING

*Key Takeaways*



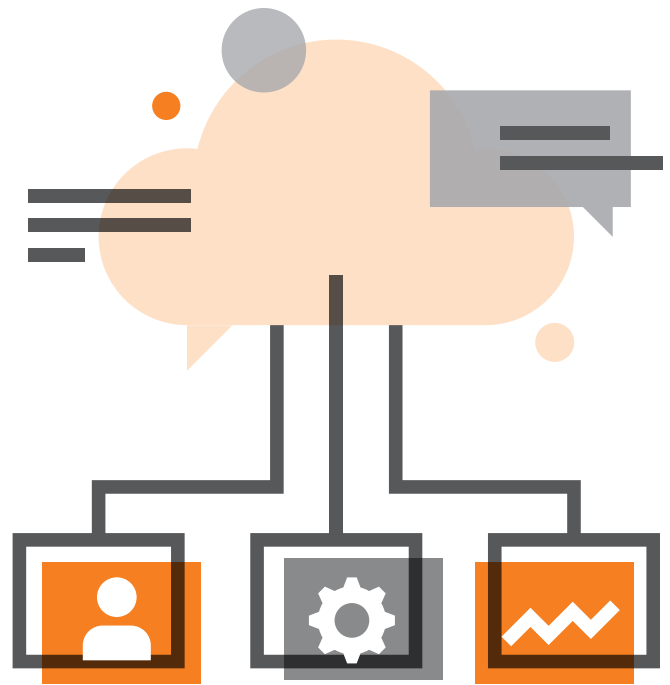
# SHARE

## Distribute Your Exciting New Code

Sharing your new code of conduct should be part of your plan because how you distribute your code dictates the way it is built and designed.

Once your code is written, designed and approved – it's time for launch. Getting the code out of your employees' bottom drawer and making it a top-of-mind resource starts with the first time they interact with your new code.

Celebrate the release of your code of conduct. Share how it reflects who you are as an organization, and what you aspire to be and do. Make a splash. Put it on your intranet so all your employees around the world can see the same digital copy. Showcase how your code is dynamic, interactive and an easy-to-use resource for your employees.



### 3 Suggestions for a Successful Code Launch

#### 1. Get Management Involved from the Beginning

Employees hear your message best when it comes from their direct manager. If you are distributing paper copies, have each employee's manager personally hand them their new code. If you are doing live training, train the management team first. Then, at the full staff training, invite managers to speak directly to the value they see in the new code and to site specific pages when possible.

#### 2. Include Your Third Parties

Sharing your new code with your third parties communicates the expectations you hold for their interactions. This can help mitigate third-party risk and bring awareness across your organization that all parties share a responsibility for protecting your organization's reputation.

#### 3. Have a Long-Term Communication Plan

Rolling out a new code of conduct is not a one-day event. NAVEX Global suggests building a two-year plan with regular intervals of trainings and communications that remind employees of the value of your new code of conduct. These could include:

- » references and links in your training curriculum
- » posters in the break rooms
- » manager booklets
- » supplemental summary brochures for new employees
- » check-in one-on-one meetings with managers

# UPDATE

## A Code Project Is Not “One and Done”

The true value of a new interactive code of conduct goes beyond providing your employees with a resource for making better business decisions. The reason to commit time and resources to this project is to engage and connect your workforce to your organizational values and expectations.

The Society for Human Resources Management (SHRM) suggests that the first step in engaging employees is to supply the right tools<sup>3</sup>. Your code of conduct must be one of those tools. And for it to be a “right tool”, it must be accurate, timely and accessible. This means keeping its content, and look and feel up to date.

Your organization’s code of conduct should be reviewed and re-approved by the board every year. Keep in mind this doesn’t mean major changes each year; it’s likely that only a few small things will need to be updated. However, NAVEX Global recommends a deep-dive review and overhaul of your code of conduct every three years. In a few special cases, highlighted below, deep-dive reviews may need to happen more frequently.



### Events That Could Necessitate a Code Update



Acquisitions and Mergers



Globalization



New CEO



Regulatory Changes



New Risk Areas to Cover



Employee Feedback

<sup>3</sup>SHRM, [7 Tips to Increase Employee Engagement Without Spending a Dime, 2016](#)



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## 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