BUSINESS ETHICS
A CHALLENGE AND AN OPPORTUNITY

BY ANASTASIA SIDERI

COMMUNICATIONS DIRECTOR
THE COCA-COLA COMPANY, CENTRAL AND SOUTHEAST EUROPE
WHAT IS BUSINESS ETHICS
MORAL CODE OF CONDUCT
UNDERMINING CORPORATE TRUST

SCANDAL

REPUTATION

CASE STUDY

YOU
KEY ETHICAL BUSINESS ISSUES

SOURCE: BEI/MORI STUDY 2014

- TAX EVASION
- EXECUTIVE PAY
- COVER UP
- BRIBERY
- DISCRIMINATION
WHAT BUSINESS ETHICS MEANS TO EMPLOYEES

ENGAGEMENT

HEAD
(intellectual buy-in)

HANDS
+ HEART
(behavioural effort, emotional buy-in)

INNOVATION

PERFORMANCE

I ♥ MY COMPANY
How to Improve Business Ethics

Cultivate Ethical Culture

Practice Makes Perfect

Leadership: What's love got to do with it?

In the end, it's not the talk but the walk that matters.
VALUES BASED LEADERSHIP
THE ONLY WAY FORWARD

5 UNIVERSAL VALUES

Honesty
Respect
Fairness
Responsibility
Compassion
COCA-COLA EXAMPLES

OUR SECRET FORMULA

- WELLBEING
- WOMEN
- WATER

- NO MARKETING TO KIDS
- WATER NEUTRALITY
OUR FUTURE

Values Based Leadership