

BUSINESS ETHICS

A CHALLENGE AND AN OPPORTUNITY

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WHAT IS BUSINESS ETHICS

MORAL CODE OF CONDUCT



ETHOS
LOGOS
PATHOS

UNDERMINING CORPORATE TRUST



SCANDAL



KEY ETHICAL BUSINESS ISSUES

SOURCE: BEI/MORI STUDY 2014



TAX EVASION



EXECUTIVE PAY



COVER UP



BRIBERY

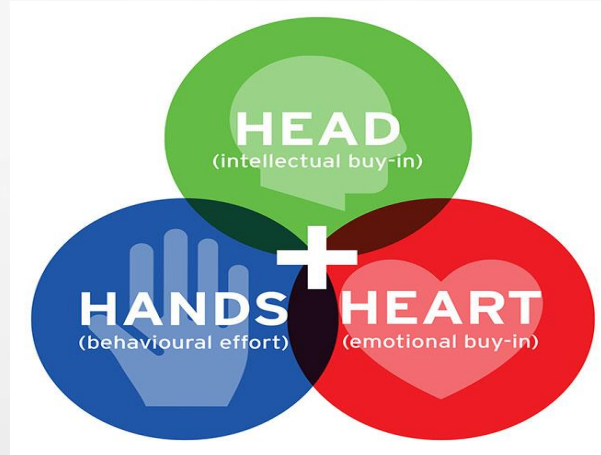


DISCRIMINATION

WHAT BUSINESS ETHICS MEANS TO EMPLOYEES



ENGAGEMENT



INNOVATION



PERFORMANCE

I ♥ MY COMPANY

HOW TO IMPROVE BUSINESS ETHICS

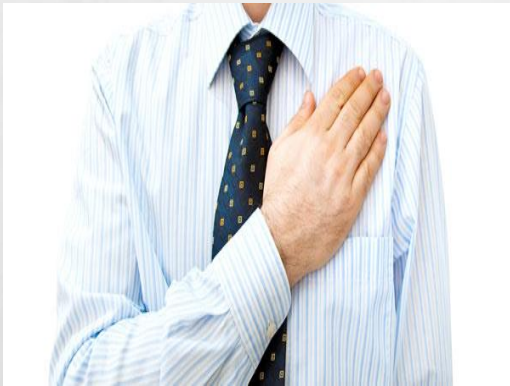
CULTIVATE ETHICAL CULTURE



VALUES BASED LEADERSHIP

THE ONLY WAY FORWARD

5 UNIVERSAL VALUES



HONESTY

RESPECT

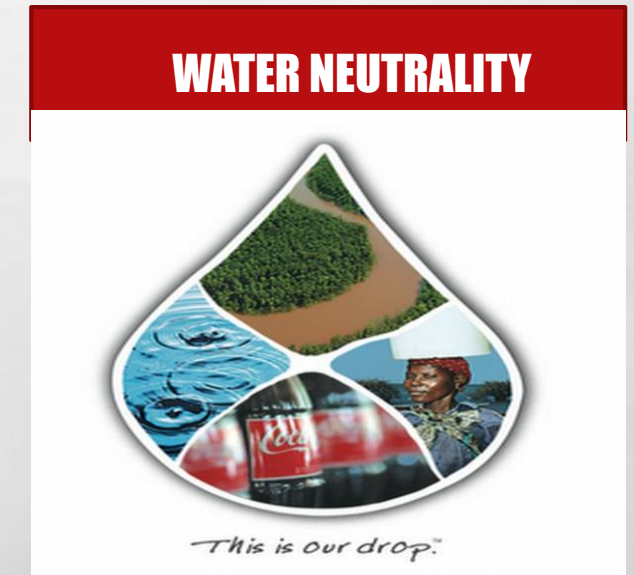
FAIRNESS

RESPONSIBILITY

COMPASSION

COCA-COLA EXAMPLES

OUR SECRET FORMULA



OUR FUTURE



Values Based
Leadership