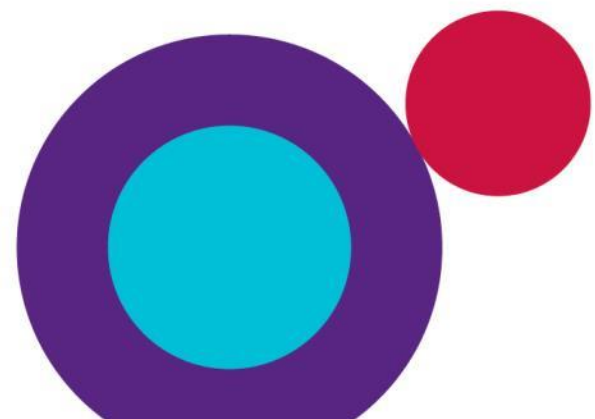
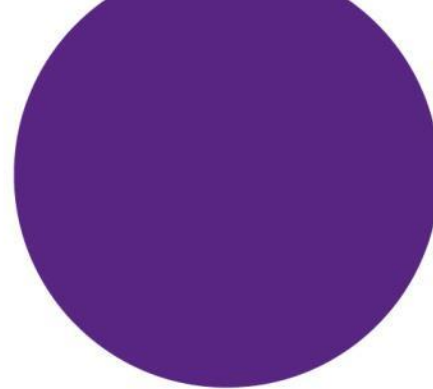




# Building an Ethical Culture

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Enterprise Risk, iag

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# Building an Ethical Culture

Creating a customer and employee centric approach

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## Where to start

- ❑ What is the strategy and purpose?
- ❑ Is culture viewed as a risk or an outcome
- ❑ Be clear on the link between culture and conduct
- ❑ Consider the key requirements

# Building an Ethical Culture

## Creating a customer and employee centric approach

### Key inputs



# Building an Ethical Culture

## Creating a customer and employee centric approach

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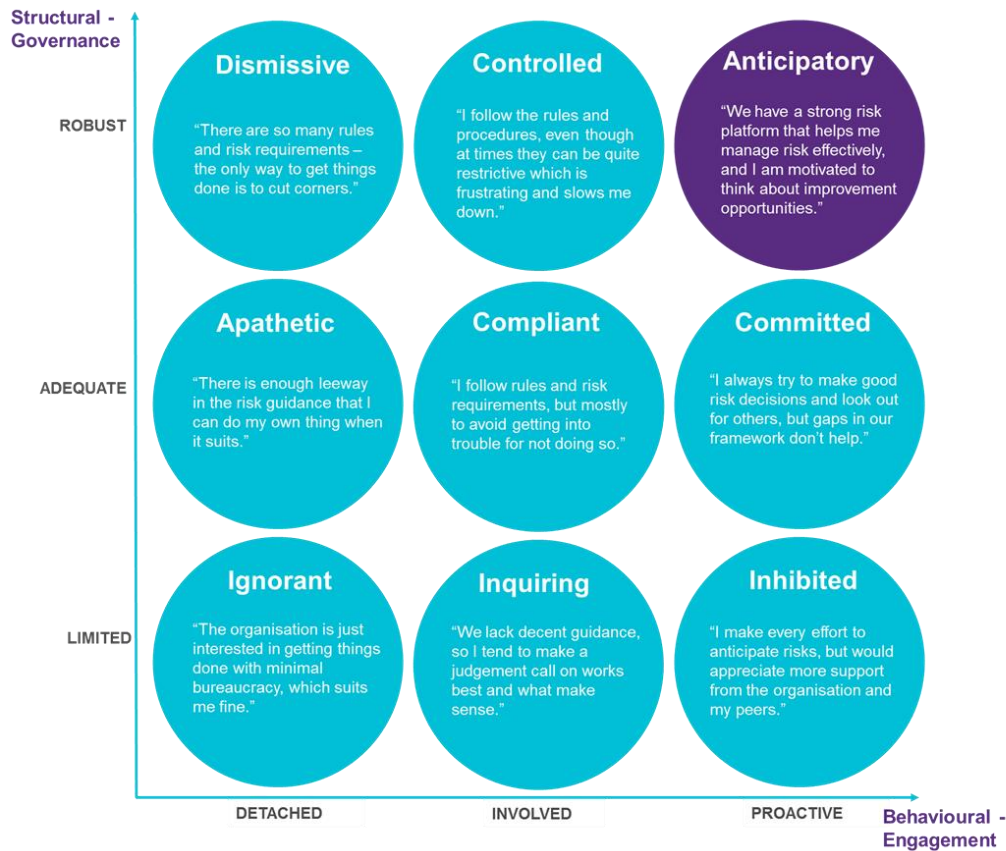
### Bringing this to life

- ❑ Amplify the link between company values and ethics
- ❑ Agree the commitment and recognise the trade offs
- ❑ Assign accountability and responsibilities
- ❑ Monitor and challenge

# Building an Ethical Culture

## Creating a customer and employee centric approach

### Strike the right balance



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Creating a customer and employee centric approach

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## Question

What are the building blocks  
for creating an ethical  
culture?