CEP Magazine – February 2018
What is your company's ethical brand?

By Joe Kale

Joe Kale (josephk@creativedc.com) is the Executive Director, Ethics & Compliance at Creative Associates International in Washington DC.

Business leaders across an array of industries are increasingly being judged on their values, their mission, and their moral reputation. In other words, companies are being measured by their "ethical brands." And while most decision makers recognize the importance of ethics and compliance (E&C) programs, they also frequently view them as standalone ventures or as separate organizations within larger ones. Forward-thinking leaders, on the other hand, recognize the crucial role these programs play in creating a vibrant ethical brand.

By weaving E&C initiatives into the fabric of their leadership, instead of simply tacking them on, successful decision makers give their ethical brands — and their brands overall — the attention they require and deserve. Instead of using an E&C program as a useful appendage that keeps an organization from getting into trouble, they use it to codify their mission, values, and culture. A fully integrated E&C program doesn't just lay out what employees aren't allowed to do; it helps foster the specific ethical behaviors leaders want to see in their employees.

The positive effects of creating a resonant ethical brand usually permeate all levels and parts of a company. Here are just some of the benefits we've identified in our work.

This document is only available to members. Please log in or become a member.

Become a Member Login