DO ETHICS BENEFIT BUSINESSES?

ETHICAL

WHY IT MATTERS = PERFORMANCE & RESULTS

LONG TERM GAINS of ethical companies OUTWEIGH the market. Financial returns of 2017’s most ethical companies compared to the S&P500 shows they OUTPERFORM THE AVERAGE BY 6.4%.

ETHICS SCANDALS cost companies more than the short term gains they anticipate:

TOYOTA RECALL
Cost the company over $1bn + $1.2bn in fines, in addition to a 16% DROP IN SALES and reputational damage.

VW 2015 EMISSIONS
Cost $18.28bn and 5% drop in revenue.

FINES, LEGAL BILLS AND CUSTOMER COMPENSATION = $373bn FOR 20 OF THE WORLD’S BIGGEST BANKS. INCLUDING:

Bank of America
Morgan Stanley
J.P.Morgan
RBS Lloyds Bank

BANKING SCANDALS 2011-2016

HOW DO YOU RANK THEM?

Here are a few of the companies listed on the 2017 World’s Most Ethical Companies® List. HOW DO YOU RANK THEM?

ETHICAL

HABOURS FEAR & INSECURITY
CAUSES HIGH LEVELS OF CHURN
RISK OF FINES OR COLLAPSE
LOSS OF REPUTATION & CUSTOMERS
INCONSISTENT DECISION MAKING IN FACE OF CHANGE
NEGATIVITY & LOW PRODUCTIVITY

ETHICAL

BUILDS TRUST & HONESTY
PROVIDES SAFE & POSITIVE ENVIRONMENT
ATTRACTS AND RETAINS GOOD PEOPLE
SECURES LONG TERM FUTURE OF BUSINESS
ALIGNS PERSONAL & CORPORATE VALUES
BUILDS LOYAL CUSTOMER BASE
SOUND DECISION MAKING IN TIMES OF CHANGE

WHAT CAN YOU DO TO DEVELOP ETHICAL LEADERS IN YOUR BUSINESS?

BUILD values and integrity in all your leaders.

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BRING these to a high level of consciousness.

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RAISE awareness how their behaviour impacts performance.

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ENSURE an explicit touchstone of values is used to balance every decision.

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FOSTER a culture of respect, transparency, integrity that values all stakeholders and balances their needs fairly.

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THE EVIDENCE SUPPORTS OUR BELIEF THAT GOOD ETHICS ARE INCREASINGLY IMPORTANT FOR A SUCCESSFUL SUSTAINABLE BUSINESS.

Click HERE to receive a copy of our FREE White Paper ‘How to Develop Ethical Leaders’.

Source: Ethisphere Institute

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