

PART I

Why is it necessary for an organisation to have a code of conduct?

A guide for building sustainable success



Why Code of conduct?

Do you want to develop your own operations in an increasingly responsible direction?

Is growth slowing down? Is the pace of recruitment such that not everyone is doing things the way we always used to?

Do your customers demand a code of conduct?

Concerned that some people in the organisation might be getting up to their own tricks?

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Code of conduct is a document that organisations draw up for themselves to guide the current and future activities of management and personnel.

(Muel Kaptein, 2008)

What is a code of conduct?

A code of conduct is a document that specifies what an organisation considers right and wrong.

A code of conduct is specific to each organisation and establishes what kind of action the organisation encourages and what it will not tolerate.

Each organisation operates in an environment defined by different stakeholders and encounters different types of challenges - and risks, which is why a code of conduct must be drawn up with the specific organisation in mind.

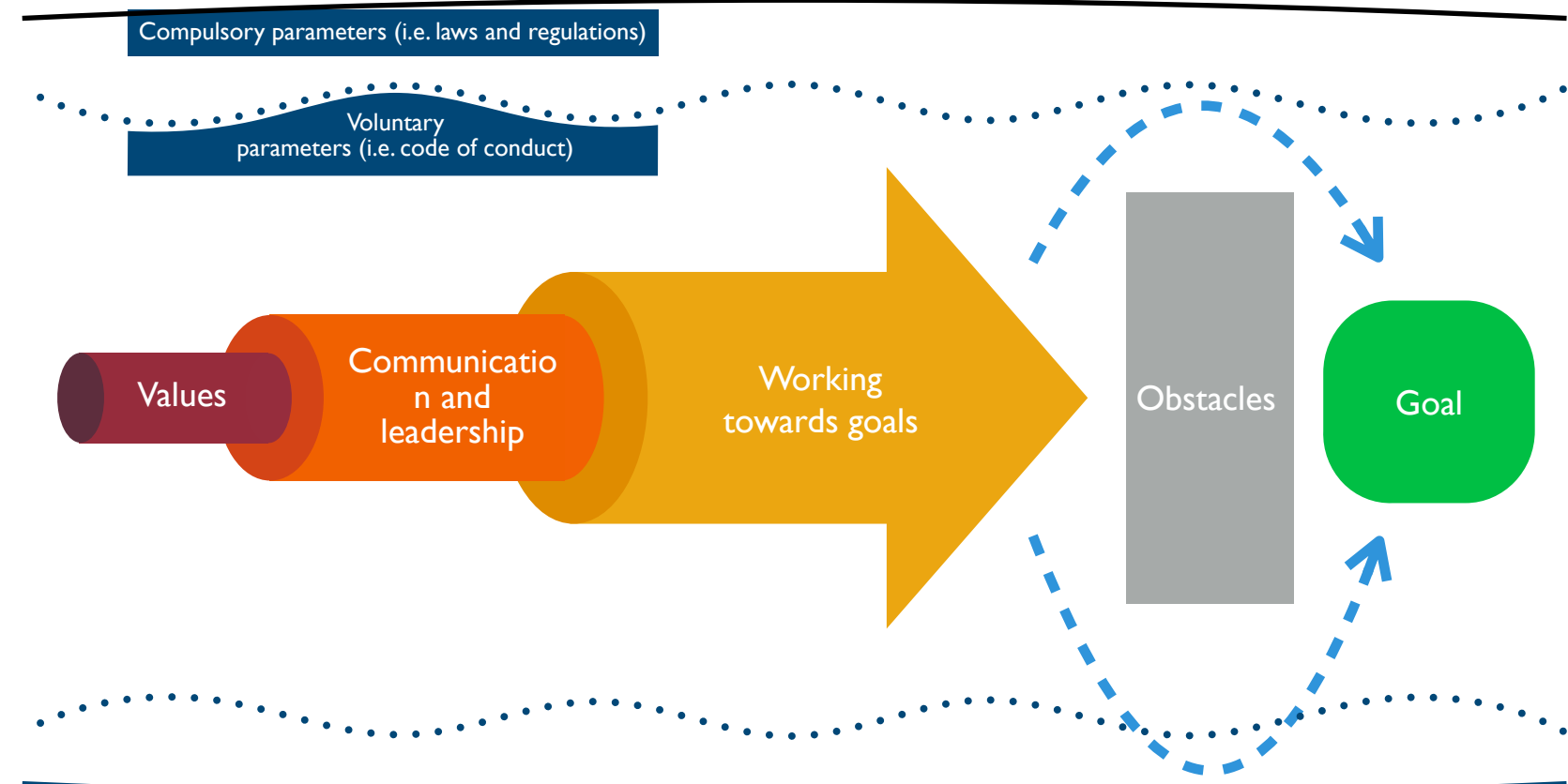


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The people in the neighbouring department are upset because they do things in a completely different way than us. It all depends on what kind of boss you happen to get.

Code of conduct = operating guidelines

- ▶ An organisation's endeavours to attain its own goals are regulated by the laws and rules of society that form the so-called compulsory parameters of operations (see figure).
- ▶ In addition, organisations establish their own rules and promises, which are voluntary parameters. They include the organisation's values and code of conduct.
- ▶ Organisations should involve stakeholders in defining its code of conduct.



Violating compulsory, external parameters

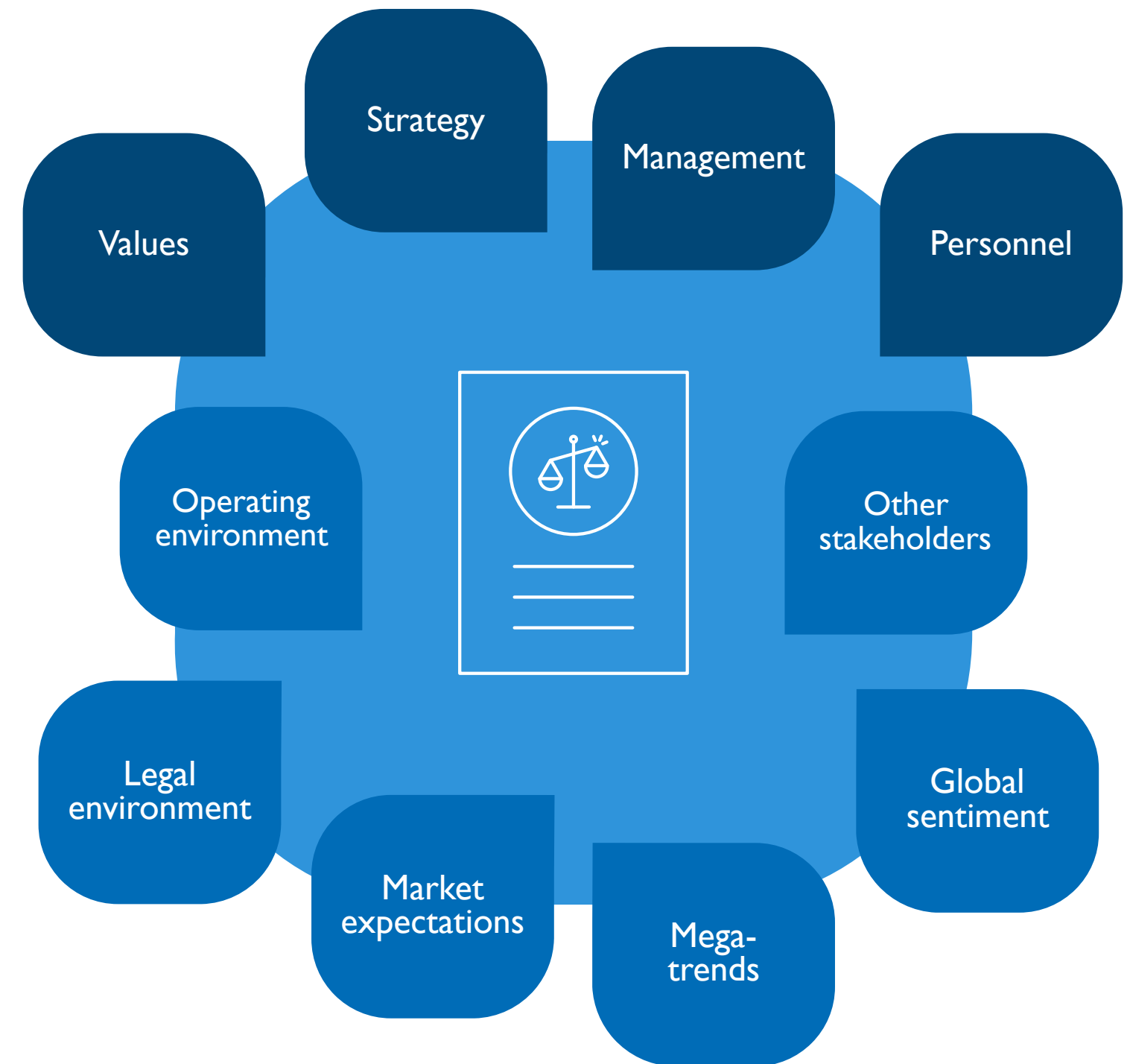
- ▶ predictable social sanctions
- ▶ social sanctions

Voluntary, internal parameters

- ▶ helps in risk management
- ▶ protects from loss of reputation and customer dissatisfaction
- ▶ improve staff commitment
- ▶ protect against deterioration of wellbeing

What makes a good code of conduct?

- ▶ When defining your code of conduct, include matters that are **essential** to the strengthening of your **operating ethics**. A very general and abstract code or quotes of international declarations and standards such as the UN Global Compact may not guide everyday action optimally.
- ▶ The code must be **relevant** for the organisation itself and each one of its employees. Raise issues that ensure success also in the **future** and help the organisation to **positively stand out** from others in the same field.
- ▶ The code of conduct should be a concise, written document.
- ▶ Your code of conduct must also be regularly reviewed and kept up-to-date.



Benefits of a good code of conduct

▸ Improves efficiency and risk management

A clear code of conduct will enable a clear and shared understanding of the organisation's operating principles, which promotes efficiency of operations and better risk management.

▸ Makes management work more productive

The code provides managers with clear principles that they can and must base their decisions on. Shared principles reduce stress. Compliance with common policies also improves management productivity.

▸ Builds loyal customer relationships and partnerships

Ethically sustainable operations are a way of building loyal and long-lasting customer relationships and partnerships. Ethical standards expected by customers can be very important, especially in international co-operation where ethical guidelines are a prerequisite for co-operation.

▸ Strengthens productivity

Implementing your code of conduct into your daily operations also reinforces the effectiveness and efficiency of cooperation.

▸ Reduces constant debate of operating principles

Common ethical guidelines also reduce continuous policy debate and unwanted surprises and they help to avoid mistakes that are costly to rectify. Your entire organisation can operate according to the same principles even in critical situations.

▸ Engages and motivates employees

When your code of conduct is formulated through a participatory process, it enables employees to feel they can influence their own work the modus operandi of the organisation. Commitment and motivation grows toward work all in all, not only the code of conduct.

▸ Reduces reputational risk

Our reputations now hang in the balance more than ever as anyone can:

- publish a blog and their opinion - be a publisher
- take photos with a smartphone - be a paparazzi
- publish a video - be a filmmaker

We are all celebrities - whether we like it or not!

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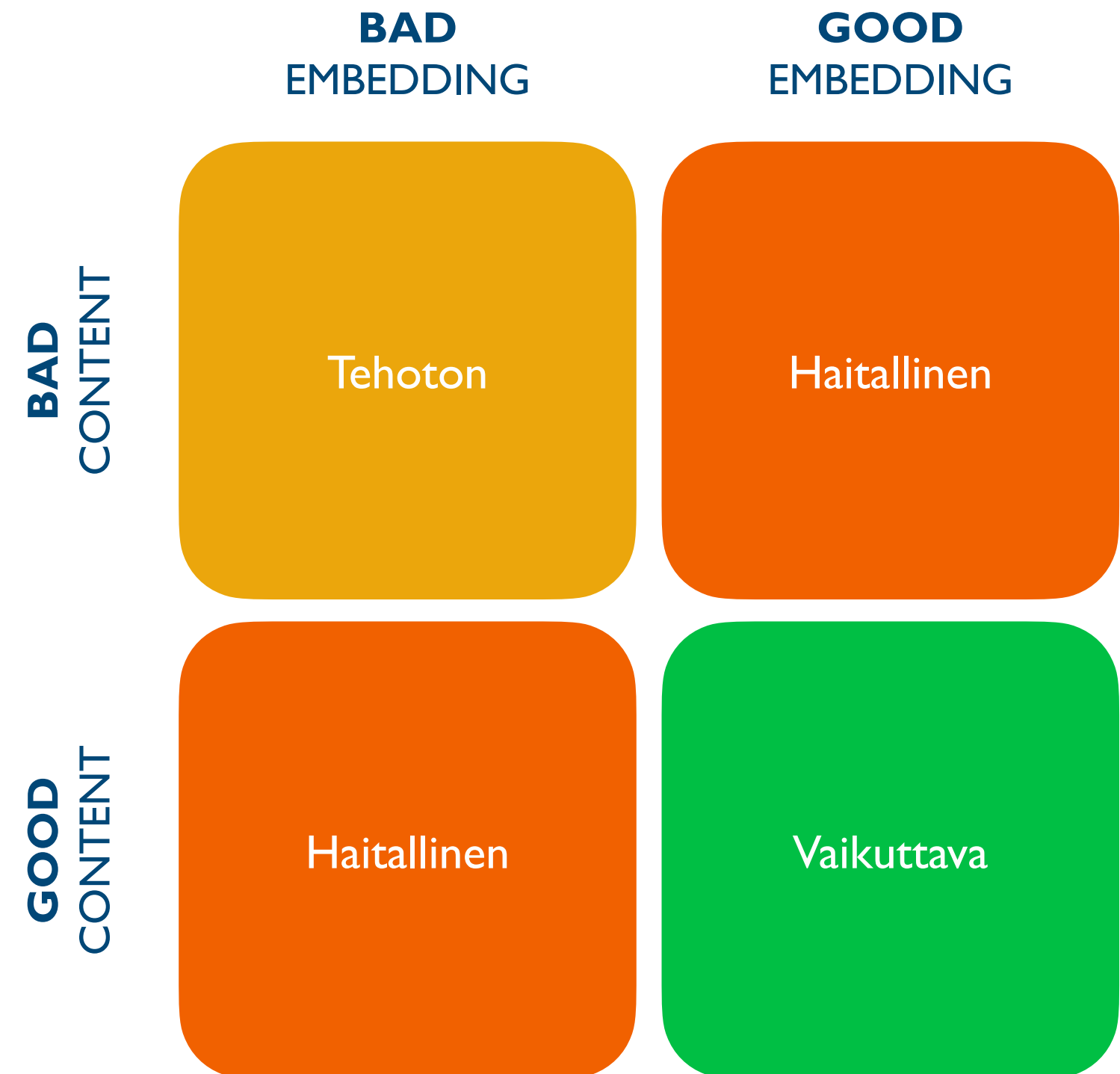
A systematic process to define and update your code of conduct ensures that your organisation as a whole can keep up with of the continuous change in what is considered to be ethical and unethical.

A participatory process is crucial

Studies show, that employees see and understand the issues that would need a clearer guiding principle. They themselves suffer from varied, unclear and sometimes unfair practices.

Employees care about the success of their employer and want to be a part of the process in fixing things.

In fact, if employees are not heard in the process of creating a code of conduct, it is counterproductive for the operating culture of an organisation.



(Sovellettu: Muel Kaptain, 2008)

Sounds like a lot of work?

We facilitate code of conduct projects for organisations from start to finish and take care of the writing process of the final document. We support you digitally, facilitate workshops when necessary and use AI to ensure cost efficiency. We help organisations to build sustainable success.

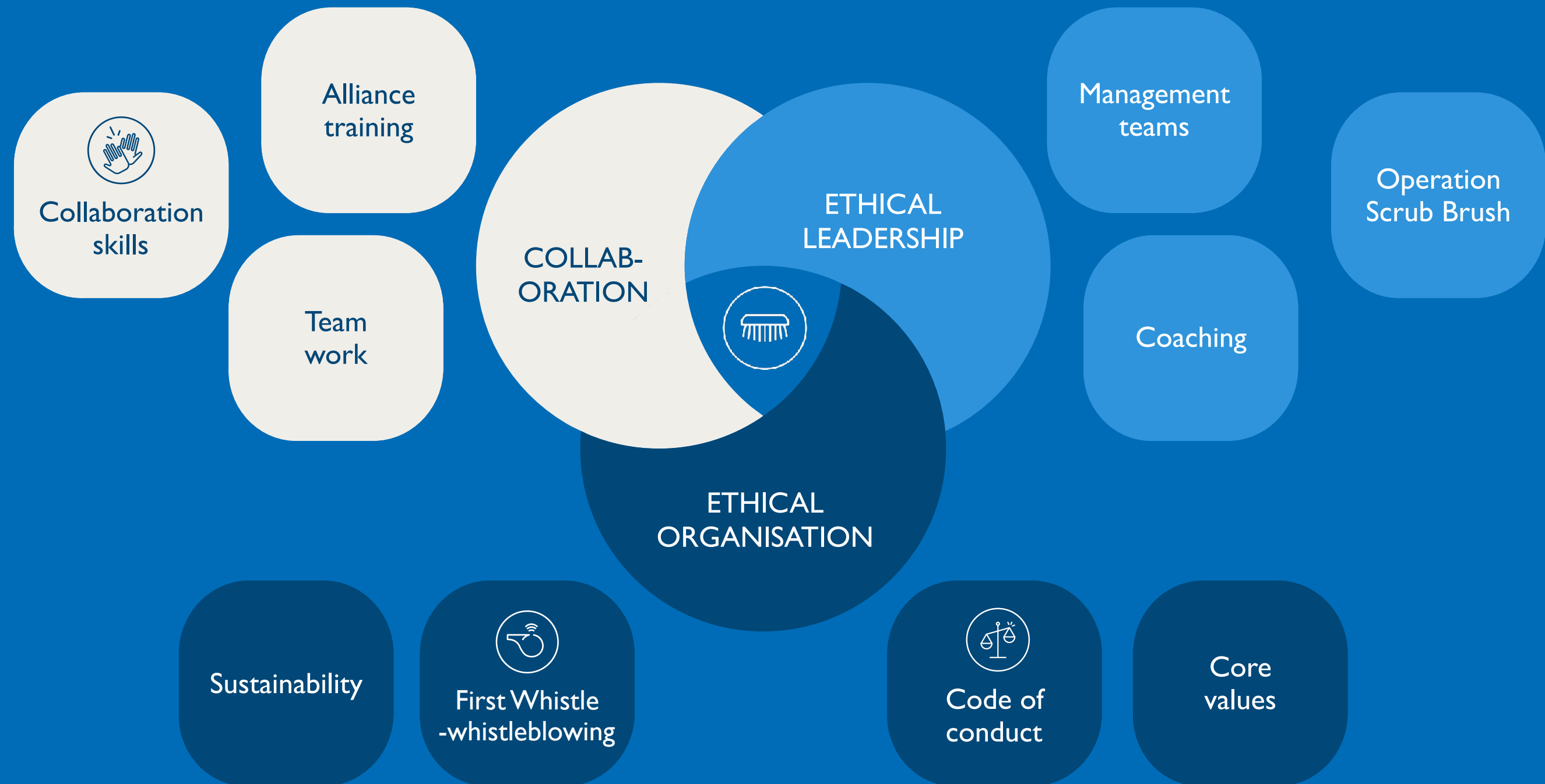
Let's get to know each other. Maybe we can help you, too.
Be in touch!

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Support for sustainable success



Juuriharja values

Sensitivity of perception

We recognise what is essential and ask questions, we make accurate interventions in a timely manner.

The joy of action

What we do, we do with joy and positive energy and are always looking for possibilities to learn.

Desire to help

We use our expertise proactively for the benefit of our clients and each other. Our footprint in the society is good, not bad.

Hunger for excellence

We continuously strive for excellence in mental growth, competence and functional efficiency, knowing that it is an endless road.

Solutions for sustainable success!

Values, code of conduct, strategically aligned organisational culture, whistleblowing, lean, alliance and collaboration skills, leadership development - management team development - coaching

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