How do you bridge the gap between Compliance and your people?

Ethics Ambassadors!

The most important part of your job is building a culture of trust. But, when your teams are dispersed, so is your culture. Yeah, we know...standing up an Ethics Ambassador Program is no small feat, so we're here to help.

Before you get started...



Structure your program around company needs by creating a:

- Mission statement
- Communication plan



Now let's nominate your Ambassadors!

Here's the kind of person you're looking for:

- They believe in their teammates wholeheartedly
- They follow through and are always reliable
- They model your core values in everything they do
- They're genuinely interested in ethics

Those are your Ambassadors. Now for a PEP talk.



Prepare!

- Prepare your managers to support Ambassadors
- Make sure they support the role and time commitment
- Ask them to consider this extra effort on performance reviews



Equip!

- Equip Ambassadors to embed ethics into every business decision
- Explain their vital role and its impact
- Give them resources to point teammates in the right direction



Provide!

- Provide professional development and networking opportunities to Ambassadors
- Invite discussion on new ideas, challenges, and feedback
- Create opportunities for the Ambassadors to share lessons learned

BROADCAT

Need more help?

Learn how Broadcat can elevate your Ethics Ambassador Program:
thebroadcat.com | hihi@thebroadcat.com | Guide to Leader-Led Compliance Training