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Unit Details



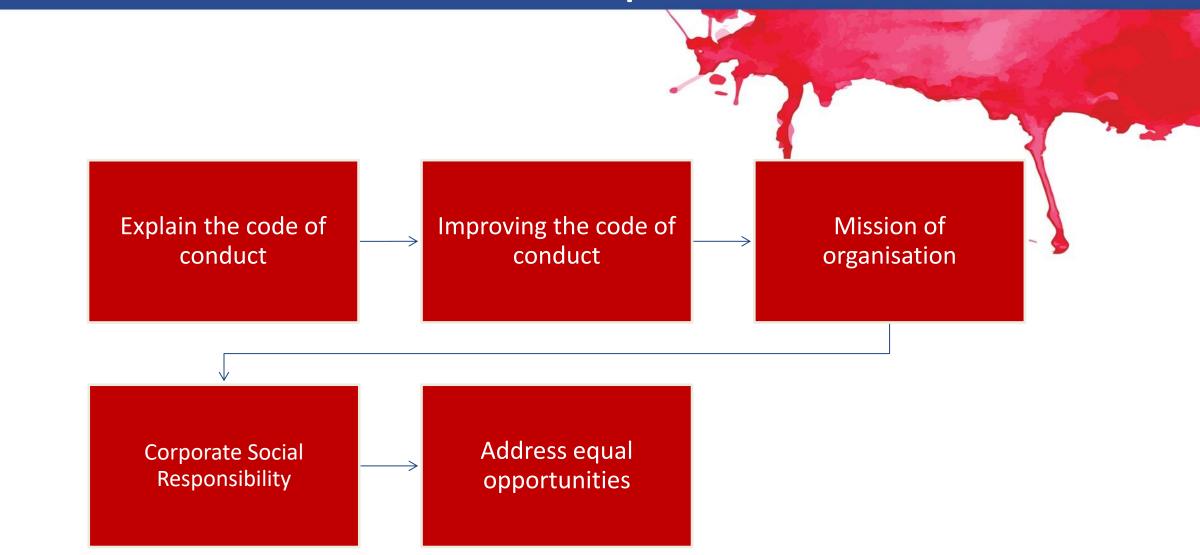
WA2: Communication and Marketing

3.2 Code of conduct, CSR: Part A: Explain and Improve code of conduct

LO3.3: Demonstrate the ability to explain and understand, justify and recommend improvements to the organisation's Code of Conduct within a social, economic and cultural context in order to meet customer and colleagues' expectations.

Route Map





What is a Code of Conduct



A code of conduct is a set of rules outlining the social norms and rules and responsibilities of, or proper practices for, an individual, party or organization. Related concepts include ethical, honor, moral codes and religious laws.







Streetwear, Casual, Business Casual, Smart Casual, Business Attire, Semi-formal

Questions?



- Have you ever read a code of conduct?
- Why is it important for an organization in your opinion?
- What is usually included?
 - Write a small paragraph answering the questions.

Code of conduct in business environment e-eupcertitication

Common items covered in a workplace code of conduct may include:

- employee dress codes,
- attendance policies,
- health and safety standards,
- use of company property
- appropriate workplace behaviors

Code of conduct and organizational culture: What is it?

Organizational culture is a system of shared values, beliefs and principles

•Organization's vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits.

•Shared between all the members of an organization

•Influenced by history, product, market, technology, strategy, type of employees, management style, and national culture



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Code of conduct and organizational culture: How?

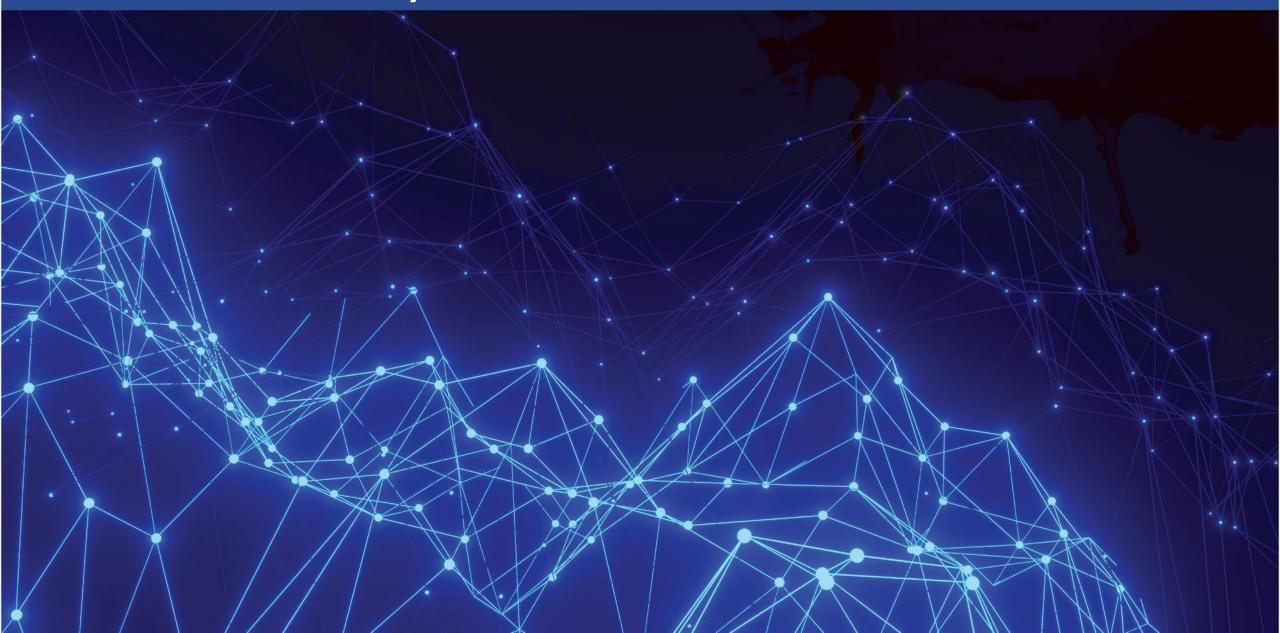
In the form of a document. This document usually includes:

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Policy brief and purpose
Scope
Policy elements
Disciplinary actions

Policy elements





Professionalism



Personal appearance
Corruption
Job duties and authority
Absenteeism and tardiness
Conflict of interest
Collaboration
Communication
Benefits
Policies

How is organizational culture affected by code of conduct?

•Research has found that workers in an organization with a written code of conduct or ethics believe that it improves the organization as a workplace e-eu

•Clarifying Values and Beliefs

•Clarifying expectations and acceptable/unacceptable behaviors

Accountability - Responsibility

Code of Conduct implications

Social implications

Handling conflicts within the organisation
Economic implications

Safeguarding the interest of the organisation
Managing conflict of interest between different organisations (copyright issues, etc.) e-eu

Cultural implications

Ensuring fair and non-discriminative behavior
Managing diversity in the workplace

Assessing and following codes



•Codes of conduct should:

•Be clear and precise. If they are vague, they will not be understood by employees

Include all relevant aspects to the particular organisation
Be followed by all the members of the organisation

•In order to:

Achieve mutual understanding on what is acceptable and what is not between the members of an organisation
Ensure that everyone is aware of regulations and expectations, as well as disciplinary actions in cases of nonconformance

Conforming with regulations



LEFERE MONTH

Examples: Dress Code

•Important for the image of the organisation

Legal requirements

•Important for health and safety, non-discriminative behavior, compliance with law

•Duties and responsibilities

•Important for smooth operation, appropriate division of labor, etc.

Socially Expected Behavior

•Important for healthy, professional relationships

Code of conduct vs personality



•Developing and implementing codes of conduct is a difficult task.

•Each organization's culture and atmosphere is different, therefore there is no uniform manner to implement a code of conduct to an organisation.

•The implementation should be performed to the entirety of the business including all areas of operations.

Code of conduct vs personality II



•A code of conduct should be adapted to:

•the needs, desires, and personalities of the stakeholders,
•the culture,
•the employees, in terms of:

•Culture
•Gender
•Age
•Family conditions
•Physical/mental ability
•Sexuality
•Gender Identity

Otherwise, it could be conflicting with their values and beliefs, which will lead to conflicts and non-productivity

Non-compliance consequences



When the code of conduct is not followed by all or most employees, this can result to:

Harassment
Discrimination
Lawsuits against the company
Heterogeneous handling of similar issues

Non-compliance consequences II

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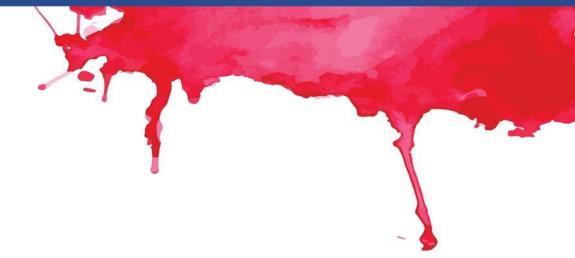
•When the code of conduct is not followed by one employee, usually:

Actions for the person to conform (e.g. warning, unpaid time-off) are being taken
Termination of cooperation/contract takes place
In any case, the procedure that is being followed in cases of non compliance should be stated clearly in the code of conduct









Code of conduct vs diversity E-EUPA_LO_3.3_M_001

Code of conduct: Parameters to consider **e-eupc**

When applying improvements, consider: •Newly developed risks •Developments in the law •Examples

- •Format
- •Expectations!

Newly developed risks



•They might include:

New social and/or cultural conditions
Changes in the demographic characteristics of the company

Developments in the law



Certification for Administration Personnel

•The code of conduct is not static, but dynamic

New developments in the law must be reflected on the code of conduct
Especially discrimination, harassment, equal opportunities laws

Examples



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•Always provide examples! •They make it easier for

your colleagues to understand



CALLAR HITCH

Format

Keep the format effective

- Visually attractive
- •Clear
- Inviting

Expectations



Always be updated on expectations of both internal and external customers
They can change and if you don't know them you won't be able to meet them

Expectations – How to know them



Gain insights from conversations – Listen
Categorize feedback
Gain insights from customer metrics
E.g. surveys, focus groups
Gain insights from the community
E.g. social media

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How to meet these expectations through the code of conduct



An effective customer code of conduct should incorporate these elements that help an organization exceed expectations: 1. We Are Here Because of Our Customers. 2. We Understand Our Customers Are Our Future. 3. We Treat Customers Like Family. 4. We Always Listen to Our Customers. 5. We Work Hard to Solve Any Problems. 6. We Maintain Positive Attitudes. 7. We All Impact Customer Service.

> *https://www.salesforce.com/blog/2014/09/customer-code-ethics-sevenbeliefs-great-service-attitude-gp.html



Employee expectations: How to assess them

They usually include:

the timely and accurate payment of wages,
adequate training,
safe working conditions,
full explanation of all company policies and especially of job responsibilities,
fair and constructive feedback
Most of these employee expectations are not

only reasonable, but also required by law

How to meet these expectations through the code of



conduct

An effective employee code of conduct should include: Crystal clear descriptions of duties and responsibilities, as well as the following:

1.prohibitions on illegal activities
2.smoking and drinking,
3.foul language,
4.discrimination and harassment
5.confidentiality expectations,
6.procedures for calling in sick,
7.expected dress and appearance
8.reporting procedures for emergency situations

Why improve the code of conduct?

A code must be updated and improved regularly in order to:

address changing laws and regulations,

•address business and industry changes.

•an outdated code will lose its importance and relevance, so revisions and updates should be made on a regular basis.

•Revisions and updates are a chance to improve the code

 information gained from customer/employee feedback and audits should be incorporated

•new ethical issues might arise, which should be incorporated along with strategies for dealing with them.

When to improve the code of conduct?

•When it's not keeping up with the changing risk profile of your organization.

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- e.g. concerns about social media.

•When codes are too legalistic and wordy

•When some topics are overdone

•When a written or online version of the code is dull without graphics or interactivity

When a code is structured or presented in a way that doesn't properly present both values and risks
When it is not in line with your values and updated to reflect societal changes

•When it's no longer in sync with your organization.

How to improve the code of conduct?

1.Get feedback from decision makers at the highest level of the organization
2.Establish a core revision committee
3.Conduct a thorough technology assessment
4.Determine translations and localisations
5.Develop a plan to communicate the code of conduct

6.Stay on deadline and budget

Cloud

How to improve the code of conduct? II

REMEMBER:

SimplicityClear MessagesConsensus

Issues to consider



Newly developing risks that may arise both by new developments in the business world or updated legal frameworks
Developments in the law and/or recent business trends

It is important to include examples
Is the format inviting and effective?
Is the structure effective?
Is everything clear?

Methodological Tool II







Learn from the best E-EUPA_LO_3.3_M_002

Revision questions



- 1. When is it time to think about improving/updating the code of conduct of an organisation?
 - a) When is not keeping up with the changing profile of the organisation
 - b) When there is a change in management
 - c) When the organization is in financial decline
 - d) After an incident between employees
- 2. An effective code of conduct should include prohibitions on religious beliefs
 - a) TRUE
 - b) FALSE

3. What items are NOT covered in a workplace code of conduct?

- a) Attendance policies
- b) Health and safety standards
- c) Appropriate workplace behaviors
- d) Familial relationships of employees

Unit key points



•Main components of an Employee Code of Conduct Policy

- •Compliance with law
- •Respect in the workplace
- •Protection of Company Property
- •Professionalism

Understanding customer expectations

•The first step in exceeding your customer's expectations is to know those expectations

•Assessing both customer and employee expectations is vital

•Both are done through effective and efficient communication

•A code of conduct in order to be successful, should be characterised by:

SimplicityClear MessagesConsensus

WELL DONE

You have completed Part A of Unit 3.2



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