

Interested in ethical maturity?

For more information on the Ethical Culture Indicator or other ethics consulting or training services, contact us.

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Ethical Culture Indicator Leadership Effectiveness Tool

UNG Mike Cottrell
College of Business

UNIVERSITY *of* NORTH GEORGIA™

BB&T CENTER FOR ETHICAL LEADERSHIP

If you need this document in a different format, please contact Nick Kastner, nick.kastner@ung.edu, or call 706-867-2967.



Lead by example.

“Chick-Fil-A® is known for its ethical culture and values-based leadership. The ECI allowed us to get a pulse check on areas of opportunity to strengthen leadership effectiveness and to further develop our employees ethical decision-making.”

*Tony Kellar, CFA Operator
Dahlonge & Dawsonille*



OVERVIEW

Is your culture what you *intend* it to be? Unethical behavior by employees of an organization comes with tremendous costs. Fines, legal expenses, lost employee morale, failed projects and lost production are just some of those costs.

Developed through the BB&T Center for Ethical Leadership, the Ethical Culture Indicator (ECI) is an automated survey that provides employee engagement and ethical feedback to identify strengths and areas of opportunity for an organization’s culture. The ECI can be administered to either all employees or specific teams within an organization.

The ECI can also serve as a benchmark to measure organizational changes made to improve employee engagement and ethical activity.

PROCESS

Following an exploratory meeting with the client, the BB&T Center for Ethical Leadership staff will administer the automated survey to either all or a selected group of employees.

Data is collected from all employees within 18 index categories including ethical standards, leadership confidence and ethical reporting among others. All responses are anonymous so employees may provide true feedback.

Once the survey is complete, the results are reviewed in alignment with the organization’s values. A final comprehensive report and review are then presented to senior leadership on strengths, areas for growth and recommendations for improvement and implementation.

25%

25% of U.S. workers state that they have witnessed unethical behavior where they work.

84%

84% believe culture is critical to business success and 60% think culture is more important than strategy.

202%

Companies with engaged and healthy ethical cultures perform 202% better.