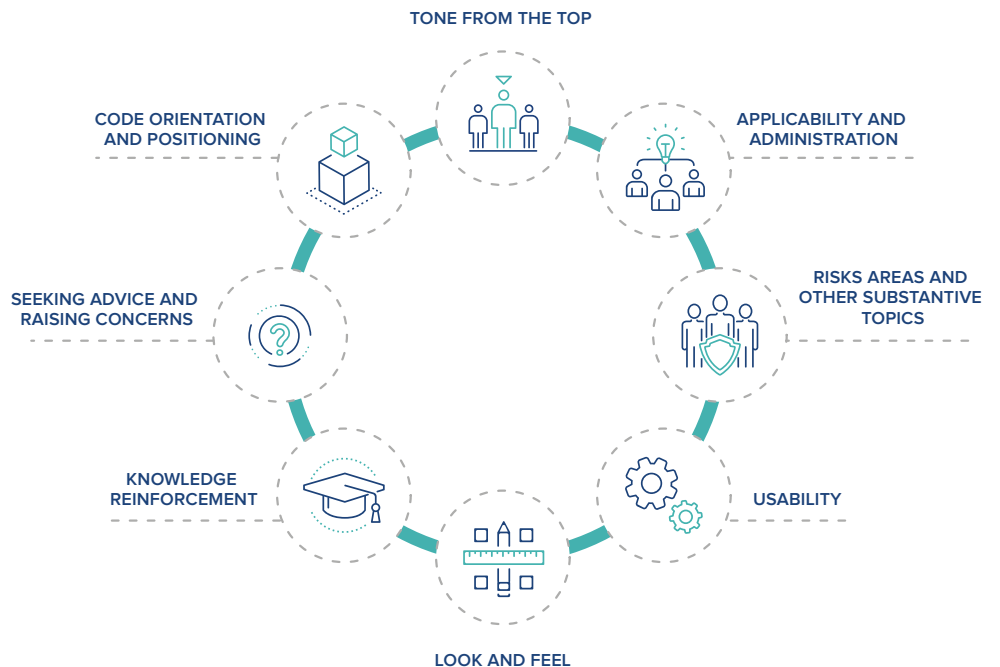


## FROM RULES TO VALUES

LRN's report, *From Rules to Values: Effective Codes of Conduct*, identifies key best practices that go above and beyond regulatory guidance. A leading Code of Conduct inspires principled performance, guides employees in how to live the organization's values, and enables them to be aware of risks and make ethical decisions. Just having a document in place isn't enough — by aligning with best practices, Codes can become an organization's culture and character, written down.

### WHAT MAKES A GREAT CODE OF CONDUCT?

LRN's report, based on assessments of nearly 100 publicly available Code of Conduct over 8 critical dimensions, identifies what sets a great Code of Conduct apart. Codes were sorted into tiers based upon their overall average scores on a scale of 1 of 5.





### Orientation with Values

- Aligning the Code with organizational values demonstrates that the central purpose of the Code is to inspire, guide, and enable values-based behavior.

67% of all Codes reference organization values; only 50% of these Codes articulate values in behavioral terms.



### Designing a Usable Document

- Codes that are created with the user in mind are more effective. Through the use of in-document navigability, links to external resources, accessible language, and layout, these Codes are “gateways” to the organizations’ ethics and compliance programs.

33% of the all Codes are strong in the use of concise language and direct explanations.



### Meaningful Look & Feel

- Optimized Codes align their look and feel to reflect the uniqueness of their culture, brand, people, and business. This is accomplished by an engaging visual design, consistency with company branding, and the use of inspiring images throughout.

Optimized Codes are 1.6x stronger in Look & Feel compared to Developing & Established Codes



### Prioritize Knowledge Reinforcement

- The best Codes of Conduct reinforce key ethics and compliance messages through the use of knowledge reinforcement tools, such as a decision-making model or Q&As and scenarios, throughout the document.

50% of all Codes include a decision-making model. Optimized Codes are 2.9x stronger in integrating values into their models.

## WE HELP YOU GET THERE:

LRN’s Code of Conduct Services are values-based and comprehensive. We go beyond Code development to ensure your Code is integrated into and supports your ethics and compliance communication and training goals, enabling a unified E&C strategy.



### Code of Conduct Reinvention

Inspire, guide, and enable your employees and draw competitive advantage from your unique custom Code. LRN experts will work in close collaboration with your team to create the content and design that brings your Code to life.



### Code of Conduct Education

Activate your Code of Conduct and reinforce values-based behaviors through engaging and flexible Code of Conduct education. Working with LRN makes it easy to create a seamless connection between your Code and related training.



### Ancillary Services

Reinforce your Code through additional materials, such as posters or quick reference guides. Provide your Code globally, by using LRN’s 67 language options to reach all of your employees. Deploy your Code through our mobile app – Catalyst Connect.



### Communications Manager

Deliver high-quality messaging on topical risk areas to increase engagement with your Code of Conduct and related training all-year around.

**LRN** *Inspiring Principled Performance*

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