Measuring

GOOD. SMART. BUSINESS. PROFIT.

Ethisphere's 2020 Culture Benchmark Data Set

World's Most **Ethical Companies Measure Ethical Culture Using 5 Different Sources**

Our data suggests that to have an effective system to measure and impact your ethical culture, you need to be looking at multiple sources, across multiple modalities, both inside and outside the organization. You can't rely just on surveys alone. On average, 2020 World's Most Ethical Companies Honorees measure their ethical culture using five different inputs or sources.



Senior Leadership Talking the Talk, but Not Walking the Walk



Respondents that don't believe senior leadership acts ethically at all times...





do not believe the Company will fully investigate a concern about unethical behaviorif raised

Faith in Non-Retaliation Enforcement Has Far-Reaching Implications



I believe my company enforces our non-retaliation policy

I believe my company **does not** enforce our non-retaliation policy.

The difference, or the impact of a credible non-retaliation policy



Proportion of respondents answering favorably



91% 50% YET Respondents Are willing to that saw report misconduct is needed. something and if observed in the actually future reported it

Gap: Employee Confidence in Reporting

Many employees are confident they are willing to do the right thing if they encounter misconduct at work, but the data suggests more support and communication

Reasons for NOT Reporting

- Retaliation concerns
- Unsure if misconduct was significant enough to report
- Worried about remaining anonymous
- Lack of faith that corrective action would be taken
- The person involved is senior level

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www.ethisphere.com

