

decisions

How does my business make ethical decisions at every level?

PUTTING IT ALL TOGETHER

in purpose, values and rules. It provides a framework for decision-making that is consistent across all dimensions and helps every employee at every

Would ethics ever be conflicting with financial and integrity?

Does what I am doing keep the bank, our customers and communities safe & secure?

Am I acting fairly and being inclusive?

Have I sought out, listened to and taken different perspectives into account?

Will this advance our purpose to champion trust and thrive?

The following tips are necessary to effectively embed decision framework:

Engage colleagues and key external

stakeholders to ensure your framework is robust and what they need to make more responsible decisions.

Build your own responsible decision framework based on purpose, values, key regulations and rules, and major stakeholders.

Communicate consistently

importance and success of your framework.

The following can help embed your framework:

Show: run training sessions tailored to teams to recruit and showcase Champions who use your framework, understand and role model this behaviour.

Reward: align pay and benefits to use of your framework. For example BITC includes its values in its appraisal process, while some leaders at Aviva have their remuneration tied to purpose metrics^v.

Guide: review policies against your decision framework, whistleblowing line to anonymously highlight irresponsible decisions.

Align: embed your framework in your innovation model to align future products and services with your ethics, review existing products and services and use this framework to inform decisions.

Measure and review your decision-making framework' initially frequently (e.g. quarterly) and then periodically (e.g. when you refresh your materiality) to ensure you're considering the right stakeholders in your

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[Learn more about our ed: innovation](#)



to learn how membership of BITC can help you take your responsible business journey further, and drive lasting global change.

i [https://www.ft.com/content/2019-07-26/ethical-decision-making](#) Edition

ii <https://www.ibe.org.uk/resource/ibe-publish-a-new-report-ftse-100-codes-of-ethics-room-for-improvement.html>

iii <https://www.bbc.co.uk/news/business-44005844>

