



How can your
organization design, build, and
measure an ethical culture?



Built for Ethics

SEMINAR

Leveraging Innovation to
Structure Systemic Change

May 18-19, 2016
The Conference Board
Conference Center
New York City

www.conferenceboard.org/ethics

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Agenda

Day 1: May 18, 2016

Registration and Breakfast 8 – 8:30 am

8:30 – 9:15 am

Introduction, Overview, and Opening Scenario

The Seminar opens with an immersive hypothetical case study for all attendees, raising challenges that will be addressed over the following two days. Participant responses will shape the themes for discussion over the course of the seminar.

Joan I. Greco, Program Director, **The Conference Board**

9:15 – 10:45 am

Designing and Measuring an Ethical System

In recent years a new field of behavioral science has emerged, using empirical studies to understand the conditions under which individuals are more likely to stray from their ethical norms, or to be blind to the ethical implications of their behavior. This session will:

- Give an overview of “ethical systems design,” the study of how to create systems that take advantage of recent social science findings to improve ethics in organizations
- Introduce a new set of measures that you can use in your organization to assess your ethical culture

Jonathan Haidt, Thomas Cooley Professor of Ethical Leadership, **Leonard N. Stern School of Business, New York University**
Azish Filabi, CEO, **EthicalSystems.org**

Networking Refreshment Break 10:45 – 11 am

11 – 11:45 am

How Values and Ethics Lead to Greater Engagement, and How Greater Engagement Enhances a Culture of Ethics

In this interactive session, learn how L’Oreal engages across the organization on its values of Integrity, Respect, Courage, and Transparency; how these values are incorporated into employee decision-making; and how they were used in dealing with specific ethical dilemmas.

Emmanuel Lulin, Senior Vice President and Chief Ethics Officer, **L’Oreal**

11:45 am – 1 pm

Ethics by Design: The Implications of How Ethics and Compliance Programs are Structured and Controlled

Learn the thinking behind, and the results of, structural reconfigurations of ethics, compliance, and risk functions. What potential benefits and potential challenges do various configurations pose? How can structural shifts be managed most effectively?

Ula Ubani, Chief Ethics Officer, **BMO Financial Group**
Brian Peters, Senior Managing Director, Enterprise Risk Management, **AIG**
Gretchen A. Winter, Program Director, Global Council on Business Conduct, **The Conference Board**

Networking Luncheon 1 – 2 pm

2 – 3:15 pm

The Ethics Infrastructure: The Bridges Connecting Ethics across to Other Functions and up to the Board

Learn actionable strategies for:

- Collaboration across functions to measurably enhance a culture of ethics;
- Prioritizing ethics and compliance expertise at the Board level

Nancy McCreedy Higgins, Vice President and Chief Ethics and Compliance Officer, **Bechtel**
Terri Bourne, Ethics & Compliance Risk and Assurance Manager, **Royal Dutch Shell**
Carolyn Mitchell, Chief Privacy Officer, **TIAA-CREF**
Jacqueline E. Brevard, Program Director, Corporate Compliance and Ethics Council, **The Conference Board**

Networking Refreshment Break 3:15 – 3:30 pm

3:30 – 4:15 pm

TCB Key Business Issue Report: The DNA of Engagement

The benefits of an engaged workforce are well documented. But how do organizations actually achieve higher levels of engagement? What is the significance of shared organizational values? What is the significance of trusted integrity in leadership? Learn from the latest DNA of Engagement research report how some of the most highly engaging organizations ensure that mission, vision, and values take precedence, and are the subject of robust, consistent, aligned communication.

Amy Lui Abel, Ph.D., Managing Director, Human Capital, **The Conference Board**

Day 2: May 19, 2016

Breakfast 8 – 8:30 am

8:30 – 10 am

Innovations in Training

What new approaches are available to shape an ethics and compliance learning experience that provides meaning, purpose, and impact? That engages heart as well as mind? Learn why and how innovators at Dell and Novartis transformed employee learning experiences, and learn the results of their innovations.

Michael McLaughlin, Vice President, Chief Ethics and Compliance Officer, **Dell Inc.**
Steve Sitek, Head, Learning, Education & Communications, Ethics & Compliance, **Novartis Corporation**

10 – 10:45 am

Sustaining a Culture of Ethics: Using Your Tools Wisely

What are the most effective tools for sustaining a culture of ethics that builds from initial learning experiences to become part of conversation and decision-making every day? How can culture-builders such as social media and incentives be employed with the greatest impact? What risks can they pose?

Louis Sapirman, Vice President and Associate General Counsel, **Dun & Bradstreet Corporation**

Networking Refreshment Break 10:45 – 11 am

11 am – 12 pm

Mission-Critical Ethics: The Naval War College

An organization whose diversity encompasses newly enlisted millennials and some of the nation's most respected senior leadership; a mission at the cutting edge of technological – and cultural – change; ethical dilemmas where the stakes couldn't be higher. How does the Naval War College build a culture of ethics in 2016, and what can your organization learn from its choices and results?

Thomas E. Creely, Associate Professor, College of Operational and Strategic Leadership, **United States Naval War College**

Networking Luncheon 12 – 1 pm

1 – 2:15 pm

Ethics Inside and Out: The Federal Reserve Bank of New York

As the largest component in the Federal Reserve System, the New York Fed has unique responsibilities in implementing monetary policy and supervising financial institutions – all performed under the scrutiny of an economically anxious and politically polarized public. Gain insights from the New York Fed's internal compliance and ethics challenges and innovations, and from its outward-facing goals in building a culture of ethics in financial service firms.

Martin Grant, Chief Compliance & Ethics Officer, **Federal Reserve Bank of New York**

Thomas M. Noone, Counsel, **Federal Reserve Bank of New York**

Networking Refreshment Break 2:15 – 2:30 pm

2:30– 3:30 pm

The Scandal of 2020

What challenges, and what advancements, do panelists and attendees foresee in the coming years?

Nancy McCreedy Higgins, Vice President and Chief Ethics and Compliance Officer, **Bechtel**

Michael McLaughlin, Vice President, Chief Ethics and Compliance Officer, **Dell Inc.**

Facilitator:

Joan I. Greco, Program Director, **The Conference Board**

REGISTRATION INFORMATION

Online www.conferenceboard.org/ethics

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 AM - 5:30 PM ET, Monday - Friday

Pricing: REGISTER EARLY AND SAVE!	Until 4/2/2016	After 4/2/2016
Members	\$1,695	\$1,795
Non-Members	\$1,895	\$1,995

Fees do not include hotel accommodations.

Location

The Conference Board Conference Center

845 Third Avenue (Between 51st and 52nd St), 3rd Floor

New York, NY 10022

Customer Service **212.339.0345**

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

