



Insurance Crime Bureau Conference

**“Organisational Ethics
and how to stay on
the right side”**

Presentation by René Otto
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Ethics:

“**Moral principles** that govern a person’s **behaviour** or the conducting of an **activity**”

- Morality
- Right and wrong
- Good and evil
- Behaviour / Activity



Harvard Business Review's definition of values:

“A value is a deep down **belief** of what is **right** or **wrong**, that drives a person's **behaviour**”

- Right or wrong
- Behaviour



Organisational Ethics

and how to stay on the right side

miWay CO-29

Culture:

“The way we **do** things”

Values - based culture:

“The way we **do the right thing**”



Organisational Ethics

and how to stay on the right side

At MiWay, we have a values-based culture:

- Freedom
- Attitude
- Energy
- Accountability



Organisational Ethics

and how to stay on the right side

Values-based culture:

- We drive the culture by awarding a **samurai sword** to the individual who set the best example of the values-based culture.
- Nominations and motivations are done by **peers** and must address all four values.
- We celebrate those who live our values



The value of **Accountability** speaks to the question of **ethics**

- Accountability
- The buck stops here
- Be authentic
- Honour your word
- Be truthful



We have a **zero tolerance** towards non-compliance with our values-based culture, especially **dishonesty** (lack of Accountability)

- Dishonesty → lack of trust
- Lack of trust → permanent breakdown of employer – employee relationship
- Bad apple needs to be removed before it contaminates the other apples in the box



Conclusion:

- Know the difference between right and wrong
- Do the right thing





Thank
you.