SHARED VALUES

ETHICAL LEADERSHIP...

COMMUNITY ALIGNMENT!
TODAY: WE ARE LIVING IN AN ERA OF DISTRUST

**Edleman Trust Barometer**: An annual survey on Trust/Faith/Confidence

- Trust is the bedrock for doing business/Confidence to Rely Upon Each Other
- 2017 is the year of “The Implosion of Trust”
- Began in 2008 with the Great Recession. As of the May 2017 survey:

  - Half of the educated and informed population has lost faith in the system;
  - CEO trust is at the same level as government leaders – an all time low! Worldwide, government leaders have a trust rating of only 29%.
  - Government as an institution is only trusted by 41% of the population
  - Press is not trusted. News is overwhelmingly viewed as “Political” or “Fake”
It Gets Worse for Us!

- We live in Illinois – Illinois Math:
  3 Governors + Multiple Chicago Alderman = Federal Prison
- Dixon Illinois happened but it can happen anywhere
- Internet Trolls on Social Media
- Anonymous Newspaper Blogs
- You-Tube Videos
- Advertisers – Using your logo to sell products
Good News! We can restore trust

- Woodrow Wilson: Government is a sacred trust (100 year ago)
- Ethics are hard-coded into your DNA: Everyone has a moral compass
- Trust is a Matter of Survival
  - People expect to accomplish goals together in the community
  - People are confident that they can rely upon their community

We have all seen it coming.

This distrust is not new to America, Illinois, or your town!
“Ethical choices are made by Individuals” — M. Euel Wade, Jr.

- Regardless of laws, rules, policies, procedures, compliance officers, etc, ethical choices are made on an individual basis by a person.
- How do you support making the proper ethical choice?

What are you doing to ensure trust in your community for the long-term?
WALK THE TALK

Your beliefs don’t make you a better person, your behavior does.
Align Yourself: Model the Way!

- Dr. James Banovetz: Government Fishbowl and the Paperclip Principal
CHECK YOURSELF FIRST

Self-Assessment:

• Ignore a customer complaint?
• Good enough for Government work?
• Accepted an inappropriate gift?
• Fudged on a time sheet?
• Failed to follow-through on a promise?
• Engaged in negative gossip?
• Called in sick when not?
• Utilized company resources for yourself?
• Did what was in your best interests, not the companies?
• Passed along confidential information?
• Take credit for someone else’s work?
Align Individuals:
Lunch & Learn Employee Training

**Ethics4Everyone** — The Handbook for Integrity-Based Business Practices

Short AND Impactful
45 Powerful Pages of Insights!
Align Your Team: Use Orientation to Build CULTURE!

- Orientation in your organization: Align your workforce on behaviors
  
  Model these Behaviors – The 4Ps (Cultural to Elk Grove)

<table>
<thead>
<tr>
<th>Values</th>
<th>Behavior</th>
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<tbody>
<tr>
<td>Respect</td>
<td>Polite</td>
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<tr>
<td>Responsibility</td>
<td>Professional</td>
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<tr>
<td>Initiative</td>
<td>Proactive Problem Solver</td>
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<tr>
<td>Integrity</td>
<td>Partners</td>
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- Ask these questions during promotional interviews…
- Police Chief presentation
- Align your Fire and Police Commission
Align the Community!

The Cure for Bad Speech is More Speech
- Fact Checker
- Face to Face Meetings

Turn your trolls into friends!
Align the Community!

- Community Character Coalition
  - Started as NFP in 2003 by local government and business collaborative: Village, Township, School Districts, Park District, Library, business community, and community-minded volunteers.
  - Designed to spread the practice of “Good Character”
What does the CCC of EG do?

- Teacher/Student/Community Alignment on core values
- Character Fair for elementary school children!
- Training of “Junior Leaders” through the Park District
- Youth Recognition Night at Council Meeting for Jr. High and High School
- Fallen Soldier Memorial Scholarships
- Business Training programs:
  - Values based organization
  - Ethics
  - Hiring for character
  - Profitability with Ethics
  - Business Leaders Forum – Character Based Capitalism

Outcomes: Corvette Raffle to support Veterans... Believe it or not, Chevy donated a corvette for a raffle to support the VFW need for an elevator.
Align Civic Groups:
Community of Character

Aligned other Civic Organizations -- **Benefactors Through Grants**

- Shinnyo-en Foundation
- Elk Grove Rotary
- Little Boots Rodeo
- Elk Grove Bank & Trust

**Community Affiliates**

- American Cancer Society
- Relay For Life
- Elk Grove Rotary
- Little Boots Foundation
- Friends Of The Library
- Veterans Of Foreign Wars
- Feed My Starving Children
- Heart Of A Marine Foundation
- Elk Grove Rotary - Camaro Raffle
- Packages4Patriots

**Government Affiliates**

- Elk Grove Village Mayor & Board of Trustees
- Elk Grove Township
- Elk Grove Police Department
- Elk Grove Fire Department
- Elk Grove Park District
- Elk Grove Library
- School District 59
Align for the Ethical Future

Over 25 College Scholarships awarded to Elk Grove students based upon their character acts and contributions to the community:

- Fallen Soldier Memorial Scholarships
- Rotary Club Scholarships
- Lions/Lioness Scholarships
- Frank Czarnik Scholarships
- Youth Commission Scholarships
- High School Scholarships

Designed to align the future generations on working to better the community and themselves.
Recap - Align Your Stakeholders!

- We are living in an era of mistrust
- It's all about individual decision making

- You can do something to improve community Trust!
  - It starts with the individual
    - Model the Way
  - Expands to the organization
    - Orient and Align your Team
  - Synergize the Community
    - Align your civic and business infrastructure
    - Create a Culture of Character for the Long-Term