



Corporate Integrity: A Toolkit for Managing Beyond Compliance

Donna Kennedy-Glans, Robert Schulz

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Corporate Integrity: A Toolkit for Managing Beyond Compliance Donna Kennedy-Glans, Robert Schulz How good companies build a culture of integrity

In the present environment of corporate governance brought on by high-profile executive scandals, this book makes a strong case for encouraging business leaders to manage beyond compliance. Achieving the bare minimum of compliance isn't enough. By making corporate responsibility and integrity a strategic priority—rather than something companies are forced to comply with—companies can realize tangible financial returns and benefits. This book provides practical advice, effective tools, and time-tested best practices for approaching corporate integrity strategically and managing an integrity program on a day-to-day basis.

There is a growing realization that compliance with the rules is only a minimum standard of performance, and an increasing demand from stakeholders at every level — shareholders, employees, customers along the entire supply chain, consumers, advocacy groups, and the local community at large — for more transparency and accountability from corporations.

But most businesses have little experience and few tools to deal with the urgent demand to increase corporate responsibility. *Corporate Integrity* provides practical tools and proven processes to manage complex integrity dilemmas and support implementation:

- Explains how to create a culture of integrity in your organization and how to motivate the appropriate corporate behaviors.
- Coverage includes: How to assess and measure integrity; how to align corporate integrity commitments and actions; how to design and implement dependable and strategic corporate accountability systems and processes; how to develop corporate integrity standards and report on them, and much more.
- Includes a wealth of practical business tools and best practices that readers can apply to improve the level of corporate integrity in their own company.
- Features three detailed case studies and numerous other examples that illustrate corporate integrity dilemmas and solutions in action.
- Shows how managing corporate responsibility strategically and proactively can go beyond a mere public relations exercise to foster a corporate "win" in the court of popular opinion and in the marketplace.
- Bridges the gaps between corporations, governments, employees, interest groups, and consumers.
- Offers tools and solutions that apply to both for-profit corporations and non-profit organizations.

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