

# Overview

## Creating Your Implementation & Communication Plans

### Duration

- 45 – 60 Minutes

### Introduction

In this lesson, we will look at a company that has done a great job executing its ethics program implementation and communication plan. Then, apply what we learn from them and create our own ethics program implementation and communication plans.

### Learning Objectives

1. Apply the findings of your ethics program's current state investigation to the Ethics Program Implementation and Communication Plan.
2. Identify how to add ethics program messaging to your organization's current communication structure.
3. Identify people in your organization that show an interest in ethics and the ethics program

### Essential Questions

1. How are we going to use our organization's existing communication channels to raise awareness and promote our values and ethics program?
2. How can we connect our ethics program to our organization's operations and success metrics and employees' day-to-day responsibilities?
3. What role does our leadership play in implementing and communicating our ethics program?
4. How can we help educate our people on making inquiries about our ethics program and reporting breaches to our organization's ethical code?

### Learn The Basics

In this document, we will investigate Duke Energy's implementation and communication plan for its ethics program.

- These materials can be downloaded from the SparkTank Education lesson.

### Apply Your Learning

In this lesson's application, we will create our own ethics program communication and implementation plan.

- These materials can be downloaded from the SparkTank Education lesson.