



MINNESOTA BUSINESS ETHICS AWARD™

JUDGING CRITERIA & SUBMISSION REQUIREMENTS

MBEA CATEGORIES

Companies entering the Minnesota Business Ethics Award (MBEA) competition, whether public or privately held, will be judged in one of three categories based on number of employees:

SMALL:	Under 100 employees
MEDIUM:	100 - 500 employees
LARGE:	Over 500 employees

JUDGING

Judging for the MBEA is conducted by preliminary and final panels of ethics experts drawn from business and academia. At the judges' discretion, the award may not be given in a particular category. If there is a finalist in a category, at least one award will be given in that category. Previous recipients of the MBEA are not eligible to receive the award again for five years from the year the award was received. The MBEA is designed to recognize Minnesota businesses. Companies that do business nationally and internationally are requested to focus the information provided on their Minnesota operations.

THE MINNESOTA PRINCIPLES

The foundational standards for the MBEA are found in *The Minnesota Principles*. Published by the Center for Ethical Organizations, *The Minnesota Principles* may be found at www.ethicalorganizations.com

The Minnesota Principles describe the ethical relationships which businesses are expected to maintain with key stakeholders: Customers, Employees, Owners & Investors, Suppliers, Communities and Competitors.

In light of the stakeholder relationships described in *The Minnesota Principles*, the MBEA looks at:

- What you say you stand for
- How you do what you say you stand for, and
- How well you do what you say you stand for.

SUBMISSION REQUIREMENTS

Only electronic submissions will be accepted.

Section 1

Company Information

- A copy of the official Entry Form.

Section 2

Values Guiding Your Organization's Culture

What You Say You Stand For

- Please include a statement of your organization's core values. This might be the text of any company mission, vision or values statements, or document of a similar nature that articulates core values (ethics code, "credo", "direction statement", etc...).

Section 3

How You Build and Sustain Ethical Culture

How You Do What You Say You Stand For

(Maximum of 5 pages allowed for Section 3)

- How do you communicate, inform and build commitment to core ethical values throughout your organization (i.e., with employees, managers and leaders)? And, how have you communicated these ethical standards and values to 3rd parties with whom you do business (i.e., suppliers, distributors, customers)?
- What specific actions are taken by the organization's top leader(s) to set "tone at the top" about ethical standards and ensure those expectations are embedded in the culture at all levels?
 - And, who is responsible for ensuring the organization is committed to ethical standards?
- What actions or processes are in place to encourage a "speak up" culture (an environment where people are encouraged and feel it is safe and comfortable to raise questions, issues, concerns or information about potential violations/misconduct)?
- How are your employees or agents rewarded or recognized for going above and beyond to exemplify your core ethical values and your organization's commitment to ethical standards? Please provide one or two specific examples.
- How do you measure/assess the health and vitality of your culture and its commitment to core ethical values and standards? How do you use this insight to improve your approach?
- How does your organization implement its core ethical values in its relationships and interactions with the communities in which it operates? (Please provide one or two specific examples or stories that illustrate this.)

Section 4

Evidence of Your Culture in Action

How Well You've Done

(Maximum of 5 pages allowed for Section 4)

NOTE: Your examples/stories in this section are critical. Please demonstrate how your company has excelled in its ethical performance. Be specific. Examples or stories should be reasonably recent (within the last 4-5 years).

- How has your organization's ethical culture exceeded industry norms, raised industry standards, or modeled a unique, distinctive approach to doing the right thing? *(Please be specific.)*
- Occasionally, situations arise in 'gray' areas where there is uncertainty or ambiguity about what is the right action or course. *(Indeed, in some situations where there is no easy answer, leaders may not have agreed on the right course.)* Please describe 1-2 examples of such a situation and how your organization responded. How did the situation *and* response strengthen or weaken your culture? And, how could your organization's response serve as a benchmark for others? *(Please be specific.)*
- Occasionally, situations may have been handled by an individual, team or unit in a way that was NOT consistent with your organization's ethical values. Please describe 1-2 examples of such a situation and how your organization responded. How did the situation *and* response strengthen or weaken your culture? What short- and long-term impacts were considered in your response? Following the situation, what was done to prevent similar conduct in the future? Why does your organization's response set an example for others? *(Please be specific.)*
- How has your organization demonstrated that its employees, customers and other stakeholders are treated with dignity and respect? Please provide one or two examples.

MINNESOTA BUSINESS ETHICS AWARD™ ENTRY FORM



DEADLINE FOR ENTRIES: MARCH 15, 2018

SUBMIT YOUR ENTRY ONLINE AT:
www.MNETHICSAWARD.ORG

HOLD THIS DATE:
Wednesday, May 9, 2018
Dinner Event
Golden Valley Country Club
7001 Golden Valley Road
Golden Valley, MN 55427

COMPANY INFORMATION

www.MNETHICSAWARD.ORG

COMPANY NAME: _____
(The company name you use here may be used in publicity, certificates and trophies.)

MINNESOTA BUSINESS MAILING ADDRESS:

LOCATION OF PRINCIPAL HEADQUARTERS
(if different than address above)

WEBSITE: _____

CEO NAME: _____

BRIEF DESCRIPTION OF BUSINESS: _____

COMPANY SIZE:

SMALL (UNDER 100 EMPLOYEES)

MID-SIZE (100-500 EMPLOYEES)

LARGE (OVER 500 EMPLOYEES)

YEAR COMPANY WAS FOUNDED: _____

COMPANY CONTACT FOR MBEA ENTRY

NAME: _____

TITLE: _____

STREET ADDRESS: _____

PHONE: _____

EMAIL: _____

VERIFICATION STATEMENT

I have reviewed the foregoing Minnesota Business Ethics Award submission, and to the best of my knowledge, the information contained in this submission is a true and accurate reflection of our ethical aspirations, processes and performance.

INDIVIDUAL
ATTESTING: _____

TITLE OF
PERSON ATTESTING: _____

DATE: _____

QUESTIONS? DAVID RODBOURNE
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OR VISIT WWW.MNETHICSAWARD.ORG



twin cities chapter
connecting financial executives



Center for Ethical Organizations
AT THE UNIVERSITY OF ST. THOMAS