



18th Annual
Minnesota Business Ethics Awards

LIAISON TRAINING
Translating Nominations into Entries!!

MBEA Steering Committee

MBEA Origins and Partners



CENTER FOR ETHICAL
BUSINESS CULTURES®



twin cities chapter
connecting financial executives

www.mnethicsaward.org

Past MBEA Recipients



2016

**The Ackerberg Group
King Solutions, Inc.
HealthPartners**

2015

**Victory Auto Service & Glass
North Star resource Group
Mary T. Inc.**

2014

**Spanlink Communications, Inc.
Doherty Employment Group
Marvin Windows and Doors
Restaurant Technologies, Inc.**

2013

**Cresa Minneapolis/St. Paul
Affinity Plus Federal Credit Union
Cummins Power Generation
St. Francis Regional Medical Center**

2012

**Murphy Automotive, Inc.
The Schwan Food Company
Western National Insurance Group**

2011

**The Platinum Group
Klein Bank
The Mosaic Company**

2010

**Certes Financial Pros
Great Clips, Inc.
Imation Corp**

2009

**Keystone Search
Two Men and a Truck
RJF Agencies Inc.
Park Nicollet Health Services
St. Jude Medical**

2008

**Lakeview Bank
Ron Clark Construction & Design
Affinity Plus Federal Credit Union
The Toro Company**

2007

Hollstadt & Associates, Inc.

2006

**Premier Banks
Evangelical Lutheran Church in America
Board of Pensions
General Dynamics Advanced Information
Systems**

2005

**The Awes Agency, Inc.
Gray Plant Mooty
Pentair, Inc.**

2004

**Vavricka Juntti and Company
(now IN Food Marketing & Design)
Best Buy Co., Inc.**

2003

**Carlson Companies
MedSource Technologies, Inc.**

2002

**S&W Plastics, LLC
Reell Precision Manufacturing Corporation
HealthPartners**

2001

**Karlsson Consulting Group, Inc.
Window Lite Home Improvements Inc.
Medtronic, Inc.**

2000

**Minnesota Craftsman Painting Inc.
Upsher-Smith Laboratories, Inc.
Lockheed Martin Naval Electronics**

The MBEA Process



- Nominations closed January 20, 2017
- Liaisons will contact nominees beginning in January 2017
- Nominee Conference calls:
 - Thursday, February 9, 2017 1:30-2:15 pm and / or
 - Tuesday, February 14, 2017 3:00-3:45 pm
 - (Call-in detail information on page 15)
- Nominees Submit Online Entry by March 15, 2017
- Judging panels review entries
- Award Luncheon on May 10, 2017 | 12:00 PM - 1:30 PM
Nicollet Island Pavilion

Evaluating Entries



- Entries are evaluated for each size category
- Small (<100 employees), Medium (100-500 employees), Large (>500 employees)
- Judges rely on information submitted in the entry by the Nominee
- Judges do *not* conduct separate research or google searches

Judging



Judging Panel Composition:

- Roughly 3 from business and 2 academics
- Preliminary Panel for each category may forward up to 3 finalists for that category
- Finalist Panel reviews all finalists and selects award recipient for each size category

Judging Criteria



Guiding Concepts and Frameworks:

- The Minnesota Principles
- The U.S. Federal Sentencing Guidelines

The Minnesota Principles



General Principles

1. Stimulating economic growth is the particular contribution of business to society
2. Further business activities must be characterized by...
3. Fairness
4. Honesty
5. Respect for Human Dignity
6. Respect for the Environment

Stakeholder Principles

1. Customers
2. Employees
3. Owners/Investors
4. Suppliers
5. Communities
6. Competitors

Source: Center for Ethical Business Cultures, 1992

Category	1 Fundamental duties	2 Customers	3 Employees	4 Owners/ operators	5 Suppliers/ partners	6 Competitors	7 Communities
1. Responsibilities of business	1.1	1.2	1.3	1.4	1.5	1.6	1.7
2. Economic and social impact of business	2.1	2.2	2.3	2.4	2.5	2.6	2.7
3. Business behavior	3.1	3.2	3.3	3.4	3.5	3.6	3.7
4. Respect for rules	4.1	4.2	4.3	4.4	4.5	4.6	4.7
5. Support for multilateral trade	5.1	5.2	5.3	5.4	5.5	5.6	5.7
6. Respect for the environment	6.1	6.2	6.3	6.4	6.5	6.6	6.7
7. Avoidance of illicit operations	7.1	7.2	7.3	7.4	7.5	7.6	7.7

U. S. Federal Sentencing Guidelines

(1991 and 2004)



The Seven Minimum Steps:

1. Establish standards & procedures
2. Make high-level individuals responsible
3. Exercise due care in delegating authority
4. Communicate and train
5. Monitor, audit and report
6. Consistently enforce (*discipline*)
7. Take appropriate corrective action...create a culture of ethics and compliance...

Required Entry/Submission Information

<http://mnethicsaward.org/submitentry>



Entries are confidential:

- Section 1:** Basic company information, Official Entry Form with Attestation by Executive
- Section 2:** Mission & Values (**What You Say You Stand For**)
- Section 3:** Ethics & Compliance 'Program' (**How You Do What You Say You Stand For**) – no more than 8 pages
- Section 4:** Demonstration of Excellence in Stakeholder Management- Balancing Relationships (**How Well You've Done**) – no more than 6 pages. This section very important !!!

2017 Nominations



Updated as of 1/26/2017:

2017 Nominations Received	A First Year Nomination	B Re-nominated	C 2nd Year Eligibility
97	38	11	48

Goals for Liaisons



- Congratulate them on being nominated!!
- Personalize the process
- **Verify or correct basic contact information** – this is very important for future communications with the Nominees coming from MBEA corporate e.g. the Congratulatory Letter
- Be a resource! Help them find answers and encourage them to attend 1 of 2 Conference Calls - by WebEx or Phone (Call-in detail information on page 15):
 - February 9, 2017, Thursday – 1:30 to 2:15pm
 - February 14, 2017 Tuesday – 3:00 to 3:45pm.
- Close the deal – encourage them to enter
- Follow up as needed as they work on their entry

Liaisons – What to Do



Encourage the company to:

- Use this process to examine their “values in action.” It can be a culture building experience.
- Tell its own story (judges not looking for some ideal)
- Pay close attention to Section 4 -- “How well you do what you say you stand for.” Show how you stand out in your industry?
- Use the Nominee Conference Call-In – dates are:
 - February 9, 2017 at 1:30-2:15 pm and/or
 - February 14, 2017 at 3:00-3:45 pm (Call-in detail information on page 15).

Liaisons – What to Avoid !!



As a Liaison, be sure that you don't:

- Help the company complete the entry form
- Tell companies what to say about themselves
- Offer to review the company's entry form or suggest improvements

Nominee Conference Call



WebEx or Conference Call Options:

Call will be about 30 minutes, not longer than 45 minutes

OPTION #1

Thursday, February 9, 2017
1:30 PM – 2:15 PM

By WebEx:

Go to: <https://affinityplus.webex.com>
Session number: 807 248 401
Session password: Thurs2017
(need to enter name & email address)

OR

By Phone:

Call-in number: 1-408-792-6300
Access code: 807 248 401

OPTION #2

Tuesday, February 14, 2017
3:00 PM – 3:45 PM

By WebEx:

Go to: <https://affinityplus.webex.com>
Session number: 803 971 120
Session password: Winter2017
(need to enter name & email address)

OR

By Phone:

Call-in number: 1-408-792-6300
Access code: 803 971 120

To get a feel for the Awards



At the MBEA website www.mnethicsaward.org

- Nominees can view a short Past Recipient Reflections video
- Plus other videos of past luncheon events on the right hand side of home page

Typical Questions & Concerns



- Who nominated us?
- We don't have an ethics/compliance program; we're too small
- Seems like a lot of work!
- What do we get out of this?
- Others to anticipate?

Questions?



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