

Assessment Tools

The EthicsPoll Survey utilizes a variety of assessment tools to gather feedback:

Discovery Session

Key employees provide insight and suggestions.

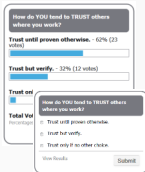


Web-based Survey

Explores specific narrative questions and gathers employees' anonymous feedback.



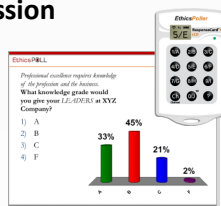
Pulse Polls



Follow-up Pulse Polls provide snapshots of ongoing progress.

Interactive Polling Session

Employees participate in a live, dynamic group session with audience response technology to provide anonymous, real-time feedback.



EthicsPoll™ Core Survey

The EthicsPoll Core Survey discovers and diagnoses potential goodness gaps in your organization's ethical climate. The survey gathers anonymous feedback and insights from employees at all levels, and can include custom questions to examine specific areas of interest or concern.

This comprehensive survey examines several aspects of ethical climate, including the organization's overall Ethical Index Score, Ethical Attribute Scores and Ethical Dimension Scores.

Ethical Attributes

The EthicsPoll Core Survey questions represent eight (8) standard Ethical Attributes, which include:

- ◆ Priorities
- ◆ Trust
- ◆ Justice
- ◆ Job Knowledge
- ◆ Leadership
- ◆ Misconduct
- ◆ Benefits
- ◆ Overall Views

Ethical Dimensions

EthicsPoll Core Survey questions also correspond to the Ethical Dimensions of the Greater Good:

- ◆ **Knowing:** Learning to recognize it
- ◆ **Wanting:** Desiring or valuing it
- ◆ **Choosing:** Refusing lesser goods for it
- ◆ **Practicing:** Habit of acting on it
- ◆ **Securing:** Possessing it for the long run



Participant Census

To verify the reliability and validity of survey data, the EthicsPoll Core Survey includes a participant census and demographic/firmographic analyses. The census process ensures that all sub-groups within the organization are accurately represented in the survey results.

Customized Messaging

The EthicsPoll Core Survey platform incorporates your organization's branding and messaging—including a personal 'welcome' message from leadership—to encourage employee trust and participation.