

+V ADDVERITAS

Your People
Protecting
Your Business



Protecting your **CUSTOMERS**

Zeitgeist

Public and private discourse as well as social and mainstream media has been dominated of late by a series of high profile scandals brought to the world's attention by employees. A single theme connects them – people objecting, very publicly and very noisily, to issues they believe constitute wrongdoing. Whether it is drug-cheats in sport, sexual predators in the entertainment industry, unethical decision-making in boardrooms or malpractice and waste in the NHS, two truths about these scandals are irrefutable – that the trend for disclosure is set to continue and that it creates a new level of risk for businesses and organisations of all sizes.

Reputation is all and no organisation can afford to look uncaring or incompetent when caught in an unwelcome spotlight. Sudden exposure of wrongdoing can disrupt senior management, diverting time and energy from other priorities, whilst in the case of public companies, damage can be done to the share price.

To fail to plan is to plan to fail.



Protecting your **PEOPLE**

Heightened Risk/Liability

Alongside an increase in the frequency and scale of these expressions of outrage, legislation and regulation is tracking the public mood and making the impact of failing to handle people's concerns in an effective manner more costly to businesses and more personally hazardous for the executives who run them. The combined effect of the Public Interest Disclosure Act, the Bribery Act, the Health and Safety at Work Act, the Criminal Finances Act (to name but a few), coupled with a regulatory environment actively seeking to increase personal liability for C-Suite executives, is making a seat on the board of a company, whether public or private, a riskier and more uncomfortable proposition than ever before. Within the UK, it is now either a legal offence or a regulatory infringement (and usually both) not to have taken 'reasonable steps' to prevent the occurrence of wrongdoing.

Often the temptation for businesses is simply to buy-in a solution such as a 'hotline service' and hope that solves the problem. But in fact an ad hoc approach simply increases your risk; placing the onus on you to act upon volatile and confidential information, but without guidance or experience on how to handle the issue. Without a coherent system that deals with all stages of the life-cycle of a concern, you remain exposed; partial solutions breed comprehensive problems.

Protecting your **BUSINESS**

So What Can be Done?

Faced with this situation, many organisations have just frozen in the headlights of the juggernaut bearing down on them and trusted in hope over experience. Others have rushed procedures into place to put a sticking plaster over the issue trusting this will prove effective should the worst happen.

There has been a noticeable rise in the tendency of some organisations to regard employees as little better than ticking timebombs who may damage the company if they speak out. In actual fact, properly enabled, those same employees constitute a uniquely well-informed network capable of protecting the business if they speak up to you. But to stop seeing your people as liabilities and start utilising them as assets you first need to learn how to listen to them – and then how to act effectively to deal with the issues they raise.



Protecting your **BOARD**

The Win/Win

There is a win/win to be had here. If you can develop sufficient trust to convince your people to talk to you, you break a vicious cycle and instead establish a virtuous circle. Your people begin to tell you about a range of issues that concern them and in so-doing actively begin to protect your business.

This is positive on so many levels: your people will help you to combat fraud and financial malpractice (year on year around 42 per cent of frauds are detected by employees); they will alert you to their concerns earlier, making them easier to resolve; and you reinforce to your people that yours is a company for which they want to work, a place where their senior management values and trusts them – a huge boost for retention and recruitment.

As well as having a beneficial financial impact, it also demonstrates good corporate governance and a genuinely ethical stance. The Ethics and Compliance Initiative (ECI) survey for 2016 reveals that being perceived as an ethical company confers definite competitive advantage, and that advantage is growing. For example, 80 per cent of consumers prefer to give their business to ethical companies, with 92 per cent of millennials more likely to use them and 82 per cent of this group more likely to seek careers within them. Listening to your people provides you with an opportunity to live your values, find and keep talent and enhance your financial performance while establishing your credentials as an ethical company.

ADDVERITAS

What We Do and Why We're Different

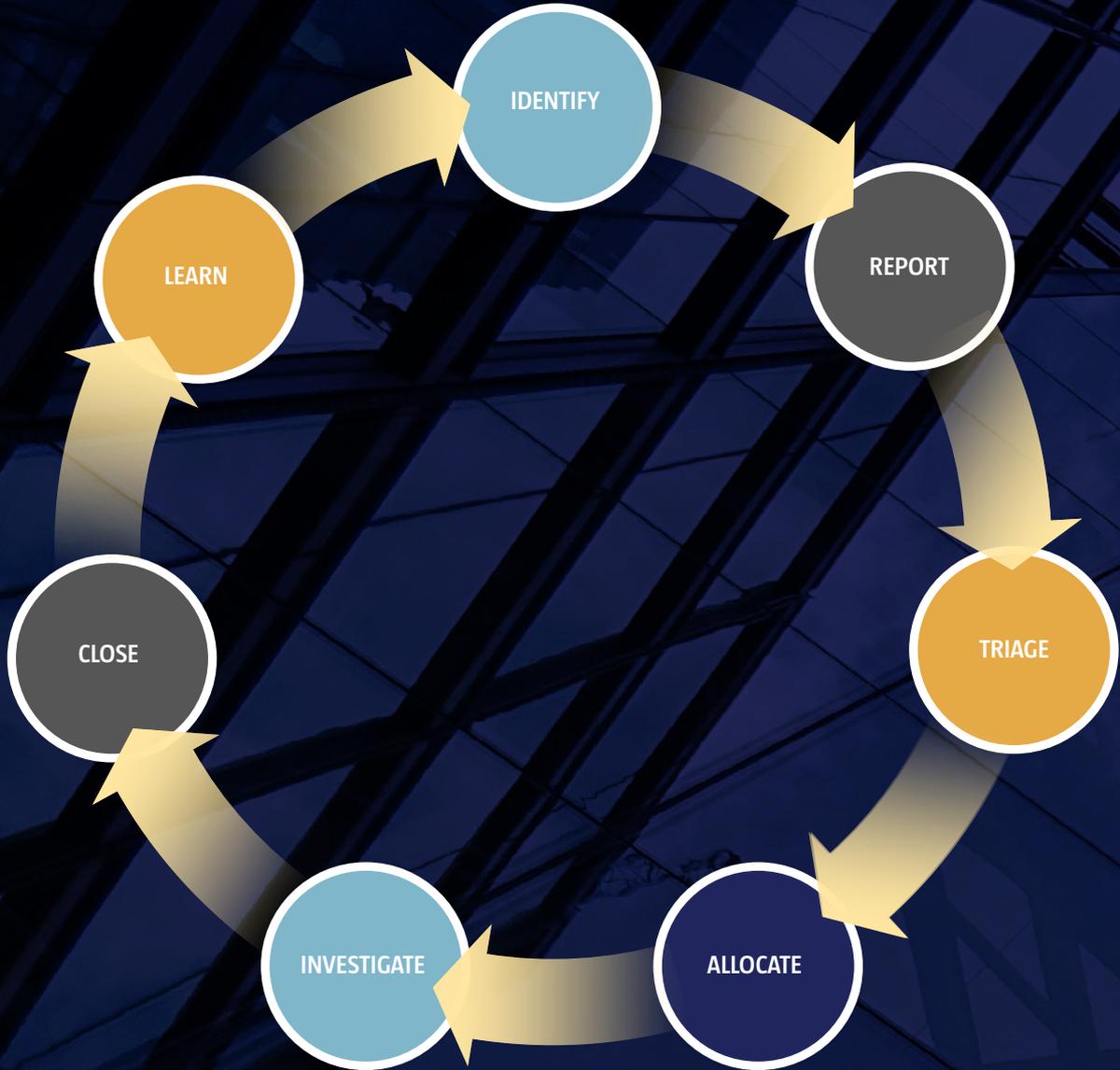
At Addveritas, we bring together a market-leading suite of expertise which gives you the tools you need to listen to your people. With experience gained in distinguished careers in financial services, programme management, the military, politics and government, public relations and journalism, safeguarding and academia, our partners, advisors and associates have years of experience in environments where mistakes are costly or fatal. We will work with the grain of your business to ensure you get things right first time.

Only Addveritas can offer you people who have actually designed, built, implemented and run Speak Up systems (encompassing People, Process and Technology) in firms of all sizes from global multinationals to small businesses whose reputation is their most precious asset. Also Addveritas is at the forefront of regulatory change in this new discipline. Two of our partners and one adviser sit on the British Standards Institute (BSi) Whistleblowing Panel which is leading the work of the International Standards Organisation (ISO) on Whistleblowing under its Governance Committee. With these two organisations we are helping to define future global standards based on best practice, which will determine what is acceptable in the field and enable clients to be certified against an internationally recognised standard once this is released. Let us future-proof your business.



Not only can Addveritas build bespoke systems for you, but also we will review and stress-test existing systems to ensure you are not exposed. Where a client requires it, we also provide a one-stop-shop for services including policy and process design, confidential hotlines, web-portals and apps and investigations support to ensure you have the right information to make good decisions about the issues your people entrust to you. We help you to manage, interrogate, and use your data effectively and sensitively, and we can help you with the cultural change necessary for the system to provide you with genuine protection. We will help you to implement – not write a report and flee the scene. Simply put, in Addveritas you have a complete solution.

THE PROCESS



THE FRAMEWORK

CULTURE

AWARENESS

ACCESSIBILITY

ACTION

TRUST



ADDVERITAS

An Exceptional Team

Founded by established professionals, the Addveritas team brings to bear a unique and market-leading array of experience and expertise and is shaping the future of regulation in this highly visible new discipline.

Unlike consultancy firms, Addveritas' team has actual experience of designing, delivering and running internal Speak Up solutions in public and private sector organisations and companies.

They have professional pedigrees encompassing, national politics, safeguarding, professional services, talent acquisition and retention, the military, investigative journalism, PR and financial services. We will build the team you need and together we will protect your business.

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