

Create a Culture

of

Introducing an
interactive, case-based
course in everyday ethics

Integrity



Getting ethics right is more than simply adopting a code of conduct.

There is a lot of room for error and interpretation when investment professionals are confronted with challenging situations.

Employees must develop a framework for ethical decision making that allows them to protect client interests and their firm's reputation.

How?

Ethical Decision Making

a course from CFA Institute.

This pragmatic course is designed to put your staff into situations so they can learn exactly how ethics can play an often subtle role in everyday business decisions.

Thanks to lively and interactive discussions of real-world case studies, this course has proven an immensely popular means of bringing to life the nuances of solving ethical dilemmas for a variety of audiences.

As the centerpiece of the course, the case studies get people talking and thinking actively about how ethics are present in their own daily work and how their understandings of ethics may differ from their colleagues.

**This
on-site
course
will
help
you:**

- Make clear how your staff should recognize, interpret, and respond to questionable conduct.
- Begin conversations with employees about ethical gray areas in business practice.
- Determine your office culture of ethics and identify areas of confusion.
- Improve customer relationships, trust and confidence.
- Mitigate the risk of facing regulatory or reputational damage.

Typical course agenda

- Introductory discussion on the importance of ethical behavior in the investment profession.
- Presentation of the “Framework for Ethical Decision Making.”
- Large group sample case study discussions and polling.
- Small break-out group case study discussions.
- Polling on break-out case studies.
- Small group description of why they arrived at a particular answer.
- Trainers discuss relevant points and offer variations on the cases.
- Wrap-up/conclusion.

Case Studies

The facilitated discussion of 10 to 12 case studies focuses on issue spotting and analysis rather than correct or incorrect answers. Working through these real-life scenarios makes the ethical lessons sink in.

Sample Case Study

Cooper heard through the office chatter that two traders on his firm's equity trading desk had access to premium tickets to sporting and entertainment events. Although Cooper didn't know how they got the tickets and did not ask, he requested and received tickets from them at no charge.

Cooper should:

- A. Enjoy the events and remember to ask for tickets to future events.
- B. Pay the traders for the tickets rather than accept them at no charge.
- C. Inquire as to how the traders were getting the tickets to ensure that there was no conflict prior to requesting the tickets.
- D. Not request the tickets and overlook the office chatter.

About us

CFA Institute is a global, not-for-profit organization comprising the world's largest association of investment professionals. With over 100,000 members, and regional societies around the world, we are dedicated to developing and promoting the highest educational, ethical, and professional standards in the investment industry.

For more information, please contact us at ethicstraining@cfainstitute.org or visit www.cfainstitute.org.

