

I²

*“Implementing Integrity”
Skálholt, Iceland
18-23 November 2011*



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Integrity, trust and reputation are intrinsically linked. A strong internal culture and effective management strategies are important for enhancing reputation and minimizing the impact and likelihood of fraud, corruption and other transgressions of integrity.

I² “Implementing Integrity” Skálholt, Iceland, 18-23 November 2011

This workshop is for senior managers in both the public and private sector wanting to build reputation and protect their organizations through demonstrated integrity.

The sessions are taught by internationally renowned experts applying a combination of stimulating teaching methods.

Objectives

The seminar will embed proven management strategies among the participants enabling them to enhance reputation and integrity within their respective organizations. This will be done by providing:

- An **in-depth understanding** of the relationship between integrity and reputation.
- A **proven methodology** for identifying and addressing integrity, fraud and corruption risks to your organization.
- Short and longer term **management strategies** for ensuring an ethical organizational culture and reputation protection.
- **Methods for communicating** to customers and other key stakeholders that you are worthy of their trust.



The Location

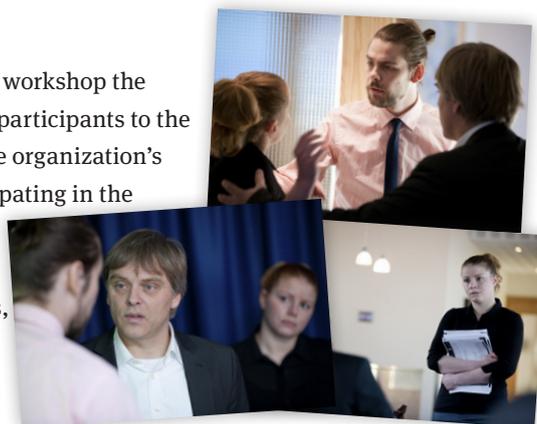
The 2-day intensive workshop will be conducted in the School of Skálholt in South Iceland. This location offers serenity, beautiful nature and comfortable but simple facilities which will create an environment conducive to in-depth exploration and engagement.

The Teaching Methods

The programme is designed to enable frequent round table interaction between participants and the teachers, making the learning experience more intense and rewarding.

A number of innovative and engaging methods will be deployed. Prior to the workshop the play Icephoenix will be performed for all staff within organizations sending participants to the workshop. The awareness of ethics and CSR created by the play will make the organization's staff more receptive to new approaches to be applied by the managers participating in the seminar. See attachment for further information on the play.

The workshop itself will use actual examples, original filmed dramatizations, short lectures, feedback sessions, realistic case studies, and other exercises to illustrate and address the challenges managers face in building ethical organizational culture. Discussions will be organized within the conference room as well as in Skálholt's comfortable lounge.



Practical details

Dates:	Two days between 18-23 November (final dates to be decided in collaboration with prospective organizational buyers)
Price:	115.000 kr. per participant.
Included:	Private room for one night, three course dinner, breakfast, lunch, coffee, teaching materials, the classes and the play Icephoenix.
Teachers:	Garry Honey and Nigel Iyer (see biographies below).
Materials included:	A Short Guide to Reputation Risk, by Garry Honey. A Short Guide to Fraud Risk by Martin Samociuk and Nigel Iyer. "The Tightrope" a management novel and journey through the landscape of fraud and corruption
Contact:	Pall A. Davidsson, pallad@ethikos.is, +354 842 0222.

Agenda

Day 1

The new age of Integrity

14.30 Arrival and registration in Skálholt

15.00 **Session 1 “The new age of Integrity”**

- What is integrity
 - Why integrity matters
 - Personal benefits of integrity
 - Business Benefits of integrity
 - Conflicts
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16.30 Coffee break

16.45 **Session 2 Fraud and Corruption de-mystified**

- What does fraud and corruption cost us
- The human factor in corruption and fraud
- Compliance or culture. Which works best to prevent unethical behaviour?
- Overcoming blind spots - cases and real dilemmas
- Recognising red flags and when, and when not to investigate
- Identifying root causes and addressing them

Debate: “How do we recognise and manage the true cost of unethical behaviour so that we can manage and steer integrity development in the right direction”

18.00 **Optional:** Vespers evening prayer service

18.30 Three course dinner

20.00 **“Thinking like a thief”**

An entertaining and engaging journey into factors affecting reputation and the mindset behind unethical conduct. The opportunities, motivations and reasons behind unethical behaviour are explored. Why do people often rationalise that committing fraud is good or justify an “overdeveloped sense of entitlement”.

Discussions – where are OUR integrity risks?

22.00 **Scheduled end of evening discussions**

Day 2

Trust, Reputation and Fraud and Corruption-resistant Culture

07.30 Breakfast

8.30 **Session 3 – Reputation**

- What is reputation?
 - What are the risks to reputation?
 - How to protect and enhance reputation
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10.00 Coffee break

10.20 **Session 4 – Trust**

- The importance of Trust
 - Why trust is fundamental to preventing fraud and reputational damage
 - Preventing abuse of trust
 - The link between culture and trust
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11.30 Lunch

13.00 Nature walk

14.00 **Session 4 (continued)**

14.40 **Session 5 – Fraud and Corruption – the Executives Survival Guide**

- Building an ethical organizational culture (what works and what doesn't)
 - Going beyond form filling and compliance. Making regulation and legislation (such as internal controls and anti-bribery legislation), as well as guidance (like the UN Global Compact principle 10) to work in YOUR favour
 - Developing effective and credible integrity programs for your organization. Convincing customers, investors and other key stakeholders that you are worthy of their trust.
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15.30 Coffee Break

15.50 **Session 5 (continued)**

Closing debate, questions and summary

18.00 Close

Speaker & organizer Biographies

Nigel Iyer

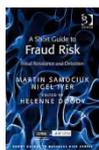


Nigel Iyer (BSc, MA, ACA) is a Partner in the Septia Academy. Nigel has worked passionately for over 20 years as an investigator, chartered accountant and visiting professor specializing in the prevention and detection of fraud and corruption. In recent years he has specialized

in helping international organizations develop strategies to ensure that Ethics and Integrity are fully integrated into the strategy from the top down. He played a central role in developing the Integrity Health Check, used by many organizations to ensure ethical policies are on track and to detect the red flags of fraud and corruption as early as possible

Nigel Iyer is a well-regarded speaker and highly innovative teacher. He has developed film, drama and interactive e-training, all aimed at raising the awareness and managing the risk of Fraud and Corruption. Nigel has a Masters in Screenwriting for Film and Television from the Royal Holloway College (London) and is member of The Screenwriters Company.

Nigel Iyer is the author of three management books:



Short Guide to Fraud Risk

Fraud resistance and detection

Publisher: Gower in collaboration with the Chartered Institute of Management Accountants 2010.



The Tightrope

A story of fraud and corruption ...

Publisher: Gower 2011 – as an ebook



Fraud Resistance

Fraud and Corruption Prevention and Detection

Publisher: Gower 2003

Garry Honey

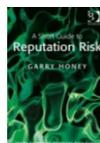


Professor Garry Honey is an author and consultant specialising in reputation risk. He runs his own reputation risk consultancy CHIRON www.chiron.uk.net with clients such as Rolls Royce and the UK Department of Education. He also works with several UK business

schools - Warwick, CASS, Southampton and Plymouth - delivering Executive Education programmes on strategic risk.

Garry's early career was as a Marketing Director for major US and French corporations - Procter & Gamble, L'Oreal – before joining KPMG as a senior consultant 25 years ago. He launched Marketing Focus in 1992 and Chiron in 2001, and has concentrated on the measurement, management and reporting of reputation risk for the past 20 years.

He has published two books on Reputation Risk –



A short guide to Reputation Risk

Publisher: Gower 2009



Perspectives of Corporate Reputation measuring and managing a principal risk

Publisher: Chartered Institute of Management Accountants 2007

Speaker & organizer Biographies



Pall A. Davidsson

Pall A. Davidsson has specialized in the relationship between human rights, business and security. He has notably held senior positions within the United Nations on matters relating to illegitimate business

practices peacekeeping and counter-terrorism. He has also promoted transparency, human rights and fought corruption as an official of the OSCE and the Council of Europe. Pall is the founder and director of Ethics the Icelandic Centre for CSR and teaches a class on Human Rights and Business at Fordham Law School in N.Y. His research on CSR and the Rule of Law has been published by major international academic journals and publishers.



Vilhjálmur Árnason

Vilhjálmur Árnason (B.A. University of Iceland, M.A., Ph.D. Purdue University, USA) is Professor of philosophy and chair of the Centre for Ethics at the University of Iceland. He is the author and editor of several

books and numerous articles in the field of applied ethics, ethical theory and social philosophy. He is life member of Fondation Brocher (2010), Clare Hall, Cambridge University (2006) and of the Alexander von Humboldt Foundation (1993). Served as chair of a working group on ethics and working practices of the Special Investigation Commission of the Icelandic Parliament 2009-2010, explaining the causes of the economic collapse.