

Lockheed Martin's Ethics Communications: Using Multiple Vehicles to Engage Employees

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Ann-Louise Howard, Ethics Officer, Lockheed Martin Canada

Ann-Louise Howard held our attention with her presentation about Lockheed Martin's multi-faceted ethics communication program. This engaging presentation included a demonstration of their ongoing awareness training program and a video created by a group of employees. This touching video was part of an employee contest to create an additional ethics awareness vehicle. This further demonstrated their employees' commitment to promote and most importantly *embrace* their corporate ethics culture. Lockheed Martin's ethics communication program includes a one time orientation ethics compliance training program, annual awareness training and an anonymous reporting vehicle. In addition to these basic elements there is job-specific training which is manager led to 'set the tone' and includes interactive video. Their ethics communication program uses state-of-art methods to communicate the company's values including:

- Awareness training (available online for public viewing)
- Ongoing "Integrity Minute" communications delivered to the employee's inbox
- Ethics Matters posters
- Intranet resident employee discussion blog including an 'Ask Us' feature
- 'Be an ethics star' contests
- Arts & Film Festival with the theme "Shaping our Culture". Entries included inspirational film, poem, quilt, etc.

Ms. Howard's interactive seminar was greatly appreciated by the EthicsCentre members present. Lockheed Martin uses creative tools to communicate their corporate values and the enthusiastic involvement by their employees is a measurement of success for this innovative program.