

Workshop

(Managing Ethics within SAIs)

THE IMPORTANCE OF ETHICS LEADERSHIP

**Ideas for a video about Ethics Leadership and Tone at the
Top in SAIs**



Four aspects, common views

**Strategic Approach
to Integrity**

**Lead by
Example**

Communication

Enforcement



Short movie, no more than 5 minutes



Using acting, no speeches



Using **Humour**

CONCEPT



Including **Music**



Marketing approach/ like advertising



Several short videos



Good and Bad
examples



Ethics is a **common responsibility**
(establishing ownership with viewer)



Offering **clear messages**

Content



Showing **strong commitment** from leadership



Include some **dilemmas**

An idea for a Scene:

An undergoing recruitment/ hiring for the wrong reasons