You’re In Business!

Part 1

**Part A – Attributes and Actions**

1. If you were an employer, what kind of employee would you hire?

2. What words would you use to describe the attributes of a “model employee”?

(Hint: some examples of attributes are: loyal, diligent, hard-working, honest, sensible, tactful,

discreet, appropriate, punctual, good-humoured, friendly, generous, etc.)

3. Give examples from your lives of how these qualities would help someone in the workplace (recall either things you have observed from your own job experience or in others you have seen working).

4. What are some of the key points of your school’s code?

5. How do these points affect your behaviour in school?

6. What words would you use to describe an ethical employer, someone you respect?

(Words such as fair, objective, responsible, discreet, honest, impartial, possessing integrity, law-abiding, etc.)

**Part B – Student Activity – Seven Guiding Principles**

**Code of Conduct**

1. Why would an insurance company require fairness? Integrity? Corporate responsibility?

Confidentiality? Individual responsibility? Objectivity? Upholding the law?

2. Why would “full disclosure and accurate representation” be important to an insurance company?

3. Why is it important that employers embody these guiding principles in all of their actions?

**PART C – STUDENT ACTIVITY**

Insurance Co. has developed seven guiding principles for the conduct of its employees. The

principles are expanded into a code of conduct.

Use your own experience to identify the attribute(s) of employees that are needed to meet the requirements of these guiding principles.

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Insurance Co. employees will:

**E.g. Principle 1: Fairness**

Conduct business according to high standards of honesty and fairness and treat people

fairly, carefully weighing our responsibilities to all stakeholders, who, in the same circumstances, would demand the same treatment for themselves.

**E.g. Employer attribute: dependable, reliable**

**E.g. Employee attribute: honest, trustworthy**

**Principle 2: Integrity**

Tell the truth in all our communications and do not mislead by error or omission in order to

openly represent and disclose all aspects of our relationships.

**Employer attribute:**

**Employee attribute:**

**Principle 3: Corporate and Social Responsibility**

Add value to society and take responsibility – social, environmental and economic – as a

corporate citizen for the effects of our actions.

**Employer attribute:**

**Employee attribute:**

**Principle 4: Confidentiality**

Respect and preserve the right of customers and employees to privacy and to the security

of their personal information.

**Employer attribute:**

**Employee attribute:**

**Principle 5: Individual Responsibility**

Treat each other with respect as responsible men and women to ensure our working

relationship is based on candour and openness and our commitment to empower others.

**Employer attribute:**

**Employee attribute:**

**Principle 6: Objectivity**

Make judgments independent of personal interests that may arise from other business

dealings or obligations created by social relationships or personal favours.

**Employer attribute:**

**Employee attribute:**

**Principle 7: Upholding the Law**

Abide by the laws, rules and regulations governing the insurance industry and business

in general and respect these in letter and in spirit in the best interests of our customers,

employees and shareholders.

**Employer attribute:**

**Employee attribute:**