



In today's fiercely competitive marketplace, Priority One for businesses, institutions and organizations is to protect their reputations. This may be undertaken in any number of ways, but avoiding the 'ethical practices' discussion with all stakeholders can have disastrous consequences.

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CLEARVIEW™ STRATEGIC PARTNERS

CONNECTING PEOPLE AND ORGANIZATIONS

Phil Enright, ClearView's President and CEO

Complex business models and complex financial statements facilitated by globalization and advanced technologies have too often served to feed the increase in unethical practices we read about today. Many readers will recognize the names Madoff, Leeson, Lehman Brothers, Robert Waxman, Enron, WorldCom, Freddie Mac/ Fannie Mae and BP. Most of us also squirm when we learn of public figures padding expense reports, and we worry about being duped by bogus charitable and political fundraisers. Reporters hacking phones and fabricating stories and resumes not only shatter their own credibility, but that of their publishers and/or networks as well. Certainly the various high profile gender harassment cases recently reported upon have left many Canadians shaking their heads in disbelief. Add to this how quickly vindictive social media postings are accepted as fact and the value in fighting to preserve the good reputation of one's organization becomes crystal clear.

Employees are often perfectly positioned to take leading roles in safeguarding the reputation of an organization – but so, too, are many other stakeholders including suppliers, professional advisors, volunteers, family members and citizens of municipalities. Individuals aware of unethical practices often hesitate, however, to report issues involving human rights violations, theft (property, money, time), fraud, insider trading, market manipulation, conflicts of interest, embezzlement, lack of corporate disclosure and false financial statements. They rarely know to whom they should speak, or they don't want to be 'shot' as the messenger of bad news. Internal stakeholders fear that being perceived as a whistleblower may cost them the goodwill of their bosses and co-workers, and possibly the loss of their own careers.

This is precisely where our client, ClearView Strategic Partners, can assist an organization (www.clearviewpartners.com). Founded in 1997, ClearView provides a completely secure and confidential conduit for the delivery of highly-sensitive information by an individual to an employer. ClearView stores its sensitive client data on highly-secure servers in Canada, and no cloud computing is ever used. As well, no hardware or software is installed at the client's site. Reporting by

website, phone or mail is anonymous; ClearView does not track who has submitted a report, as the Internet Protocol Address of those submitting a report is automatically erased, and incoming telephone numbers and names do not display. ClearView segregates reports for the client's report Reviewers, (e.g. Human Relations, Legal and Internal Audit). To maximize internal control, ClearView clients assign qualified personnel to review and address each category. The system includes a Sensitive Report feature allowing an employee to alert the system if a Reviewer is implicated in the employee's report. Reviewers may globally access reports 24/7/365. Matters of concern, as well as unique ideas for significant product and process improvement, are all welcomed by ClearView clients.

In recent years, Phil Enright, President and CEO of ClearView Strategic Partners, has witnessed clients become much more proactive in their approach to identifying workplace incidents as the result of using ClearView's safe, secure and anonymous reporting solution. The damage an unreported wrong can do to an organization's reputation and public image can be catastrophic in today's highly litigious, intensely networked (via social media) society. Further, boards of directors demand reassurance that they are not being deluded into believing "everything is just fine". In addition, employees in today's tightening job market have a stake in their employer remaining competitive; they also need to feel engaged in the organization for which they work and crave a culture that permits them a voice. Phil has watched as his clients increasingly recognize that the ClearView system can help them build an ethical workplace culture, which serves to attract and retain the best customers, employees and board members.

The last economic meltdown resulted in business schools adding ethical thinking to curriculums in an effort to prevent future alumni from starting the next economic meltdown. During this same period ClearView has, through referrals, gained an international presence while simultaneously experiencing a 99% client renewal rate. ClearView has clearly, among its own clients, earned its reputation as a valuable insurance policy of a different kind.

"Just a little bit of faith is what I want – It's what I need in my institutions – But when it happens over and over – Can we hear it? Yeah, let's hear it – for the whistleblower..." Whistleblower by 2015 2X Juno Award Winner, Arkells of Hamilton, ON