BLACKBIRD FOR TRAINING

Professional Ethics and Code of Conduct: Building Integrity

28 June – 2 July 2027
Lyon (France)



Professional Ethics and Code of Conduct: Building Integrity

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Introduction

Professional ethics and a clear code of conduct are essential foundations for building a workplace based on integrity, transparency, respect, and accountability. Organizations with a strong ethical framework are better able to guide employee behavior, reduce behavioral and compliance risks, strengthen trust across teams, and improve the quality of management decisions.

This course focuses on developing a practical understanding of how to design, implement, and reinforce professional ethics and a code of conduct within organizations. It covers ethical principles, professional behavior, conflicts of interest, confidentiality, responsibility, fairness, compliance, reporting mechanisms, and the handling of conduct violations in a structured and fair manner.

The course is structured over one week in a strong and logical sequence. It begins with the foundations of workplace ethics, then moves into building a code of conduct, managing ethical situations, strengthening compliance, and developing a culture of integrity through practical application and continuous improvement. The content is based on the key topic provided: Professional Ethics and Code of Conduct: Building Integrity.

Course Objectives

By the end of this course, participants will be able to:

- Understand the role of professional ethics in improving workplace culture and strengthening organizational trust.
- Identify the main components of an effective code of conduct and its role in guiding employee behavior.
- Analyze the relationship between organizational values and daily workplace conduct.
- Distinguish between acceptable professional behavior and practices that may create ethical or organizational risks.
- Handle conflicts of interest, confidentiality, gifts, and professional courtesies correctly.
- Apply fairness, transparency, and accountability in management decisions and workplace practices.
- Understand reporting mechanisms and whistleblower protection within clear procedures.
- Analyze ethical situations and make balanced professional decisions.
- Link professional ethics with compliance, governance, and risk management.
- Develop practical procedures that support commitment to the code of conduct.
- Evaluate the effectiveness of a code of conduct and identify implementation gaps.
- Build a practical plan to strengthen integrity and professional behavior across teams.



Course Outlines

Day 1: Foundations of Professional Ethics and Organizational Integrity

- The concept of professional ethics and its role in building a responsible workplace.
- The relationship between integrity, trust, organizational reputation, and decision quality.
- Organizational values and their impact on individual and team behavior.
- The difference between legal compliance and ethical commitment in the workplace.
- Key behavioral risks that may affect organizational performance and trust.
- Practical discussion of common ethical situations in professional environments.

Day 2: Building a Code of Conduct and Defining Professional Standards

- The concept of a code of conduct and its role in clarifying expectations and responsibilities.
- Key elements of an effective code of conduct within organizations.
- Defining professional behavior standards when dealing with colleagues, clients, and stakeholders.
- Drafting clear rules related to respect, fairness, responsibility, and transparency.
- Linking the code of conduct with human resources policies, compliance, and governance.
- Practical application of reviewing code of conduct clauses and identifying improvement areas.

Day 3: Managing Ethical Situations and Conflicts of Interest

- Understanding conflicts of interest, their types, and their impact on organizational decisions.
- Managing gifts, courtesies, and professional relationships in a controlled manner.
- Protecting confidential information and sensitive organizational data.
- Analyzing ethical situations using clear questions and decision criteria.
- Making professional decisions that consider fairness, organizational interest, and accountability.
- Practical application on a case involving conflict of interest or conduct violation.

Day 4: Reporting, Investigation, and Strengthening Compliance

- Mechanisms for reporting behavioral and ethical violations inside the organization.
- Protecting whistleblowers and ensuring confidentiality and fairness in handling reports.
- Steps for handling violations from receiving the report to assessment and investigation.
- Documenting facts and behavioral evidence in a professional and organized way.
- The role of leaders and managers in reinforcing commitment to the code of conduct.
- Practical application of preparing a clear process for handling an ethical violation in the workplace.



Day 5: Building a Culture of Integrity and Integrated Application

- Transforming the code of conduct from a formal document into daily workplace practice.
- Measuring commitment to professional behavior through clear indicators.
- Designing awareness and internal communication activities to support a culture of integrity.
- Reviewing and updating the code of conduct according to business changes and emerging risks.
- Identifying common mistakes in implementing codes of conduct and how to avoid them.
- Integrated application of developing a practical plan to strengthen professional ethics and integrity within the organization.

Why Attend this Course: Wins & Losses!

- Build a clear understanding of the role of professional ethics in improving organizational performance.
- Strengthen the ability to apply a code of conduct in daily workplace situations.
- Reduce risks caused by conflicts of interest or weak professional behavior.
- Improve decision quality through integrity, transparency, and accountability.
- Support a more fair, respectful, and consistent workplace environment.
- Develop skills for handling ethical violations in a structured way.
- Strengthen trust among employees, clients, and stakeholders.
- Connect professional behavior with governance, compliance, and risk management.
- Improve leaders' ability to reinforce ethical culture within teams.
- Prepare a practical plan that supports organizational integrity.

Conclusion

The Professional Ethics and Code of Conduct: Building Integrity course provides a practical training framework that helps participants understand how to build a workplace based on integrity, respect, transparency, and responsibility. The course covers the key areas that connect organizational values, professional behavior, code of conduct, conflicts of interest, confidentiality, reporting, investigation, and compliance.

The program follows a clear sequence. It begins with the foundations of ethics and their role in protecting the organization and strengthening trust. It then moves into building a code of conduct and defining professional standards, followed by managing ethical situations and conflicts of interest. The course then addresses reporting, investigation, and compliance, before concluding with building a culture of integrity and integrated practical application.

Through practical activities, participants will analyze realistic cases, identify behavioral risks, review code of conduct clauses, prepare clear mechanisms for handling violations, and build a plan to strengthen professional behavior. The course provides applicable knowledge for human resources, governance, compliance, management, internal control, and organizational culture development functions, supporting a more consistent, trusted, and sustainable workplace.

