

UNLOCK THE UPSIDE OF CONDUCT

KPMG Conduct Insights Lab

Understand your impact, enhance your reputation and grow.



KPMG

“Conduct is not an afterthought or a compliance check. It needs to be embedded into an organisation’s strategy. Using the conduct lens to drive decision making will not only help to manage the cost of managing conduct, but the complexity it can create when managing transformation.”

HESSEL VERBEEK

Partner, KPMG Strategy

Uncertainty is not a threat, it’s an opportunity

Uncertainty is a chance to take a fresh look at ingrained systems and behaviour. To challenge the status quo. To drive growth.

Ultimately, to create a sustainable business

That’s not to say there aren’t dangers, there are. But if you choose a conduct partner purely on mitigating uncertainty and loss then you’re missing half the picture.

Organisations need to be proactive and choose to self assess their conduct positioning in the market. A truly innovative partner keeps a careful eye on the changing regulatory landscape and the evolving marketplace.

Now is the time to put your best foot forward – to identify opportunities early and make better decisions.

Become a 'Conduct Native' by taking the first step with our KPMG Conduct Insights Lab

Over the course of a single working day you will:



Deal with a hypothetical scenario with real world implications.



Place your senior executives under decision-making pressure.



See first-hand the rigor of the KPMG Conduct Reform process.



Engage with KPMG's Subject Matter Experts on conduct.

"You can tell companies with a strong culture from the moment you walk in the door. Leaders in this space have a credo that every employee, at any level in the organisation, anywhere in the world could articulate and demonstrate."

PETER LIDDELL
Partner, Life Sciences



The struggle is, where to start?

Conduct risks can surface from anywhere, at any time. So, it's crucial to be nimble, to respond quickly, to get ahead of an issue.

KPMG Conduct Insights Lab

Is designed to surface potential risks before they become major problems.

To ask hard questions of your business and leadership in a safe environment to debate vulnerabilities and opportunities – to uncover moments of truth and clarity.

The result is a practical, actions driven plan aligned to conduct for your board, executives and governance decision-makers.

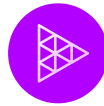
Start charting a path towards sustainable growth for your business by being proactive in identifying areas of conduct vulnerabilities and pivoting to realise missed opportunities.

Conduct reform through careful, thoughtful engagement

KPMG's six-part conduct methodology will help you identify where you're at risk and where there's opportunities to be realised from good conduct outcomes. By proactively exploring these themes, organisations can start to identify areas of priority to protect their social licence to operate, deliver (and exceed) on stakeholder expectations and ultimately enhance their brand and reputation.



Culture



Leadership &
Management



Data, Systems
& Processes



Governance
& Structure



Products, Services
& Operations



Purpose
& Strategy

Underpinned by key attributes of greater:

Ability

Humanity

Integrity

Adapted from Gillespie, N. & Dietz, G. (2009). Trust repair after an organisation-level failure. *Academy of Management Review*, 34 (1), 127-145; and Gillespie, N. & Fentener van Vlissingen, R. (2019) *Trustworthy by Design: A practical guide to organisational trust*. The University of Queensland and KPMG.

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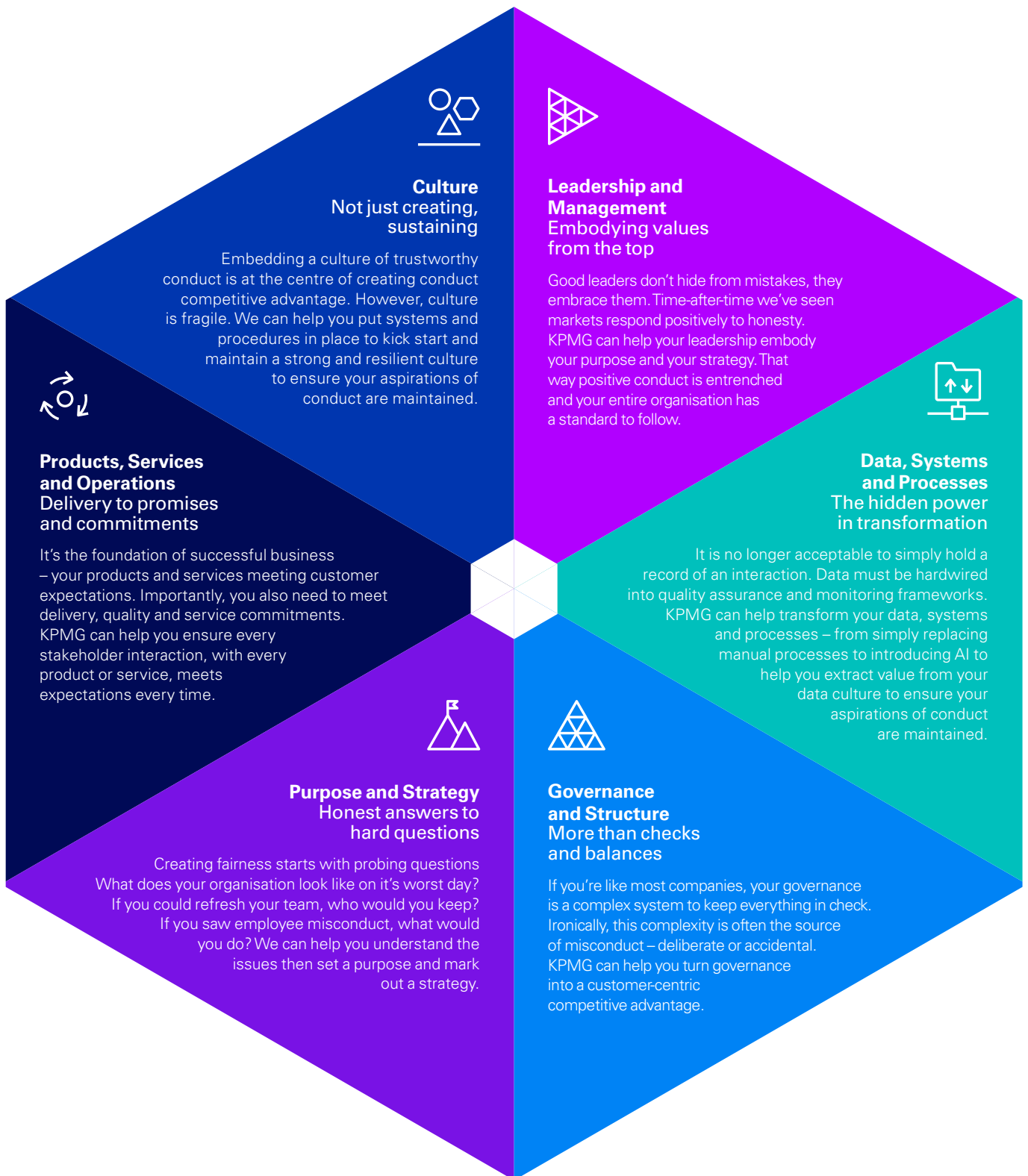


"It's not just what you offer, but who you offer it to, and how it is offered that matters. Expectations are set not just by what is explicitly said 'on the tin', but in stakeholders' implicit assumptions of what is fair and reasonable."

VIVIENNE HARDY

Partner, Risk Consulting
and Firm's Co-Lead for Conduct

An inclusive approach to conduct reform



Culture
Not just creating,
sustaining

Embedding a culture of trustworthy conduct is at the centre of creating conduct competitive advantage. However, culture is fragile. We can help you put systems and procedures in place to kick start and maintain a strong and resilient culture to ensure your aspirations of conduct are maintained.



Leadership and Management
Embodying values
from the top

Good leaders don't hide from mistakes, they embrace them. Time-after-time we've seen markets respond positively to honesty. KPMG can help your leadership embody your purpose and your strategy. That way positive conduct is entrenched and your entire organisation has a standard to follow.



Data, Systems and Processes
The hidden power
in transformation

It is no longer acceptable to simply hold a record of an interaction. Data must be hardwired into quality assurance and monitoring frameworks. KPMG can help transform your data, systems and processes – from simply replacing manual processes to introducing AI to help you extract value from your data culture to ensure your aspirations of conduct are maintained.



Products, Services and Operations
Delivery to promises
and commitments

It's the foundation of successful business – your products and services meeting customer expectations. Importantly, you also need to meet delivery, quality and service commitments. KPMG can help you ensure every stakeholder interaction, with every product or service, meets expectations every time.



Purpose and Strategy
Honest answers to
hard questions

Creating fairness starts with probing questions
What does your organisation look like on it's worst day?
If you could refresh your team, who would you keep?
If you saw employee misconduct, what would you do? We can help you understand the issues then set a purpose and mark out a strategy.



Governance and Structure
More than checks
and balances

If you're like most companies, your governance is a complex system to keep everything in check. Ironically, this complexity is often the source of misconduct – deliberate or accidental. KPMG can help you turn governance into a customer-centric competitive advantage.

To unlock the upside with a KPMG
Conduct Insights Lab, contact us directly.



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