2016 Torch Awards for Ethics Workshop
Why Are You Here?

Our PURPOSE & GOAL for you today...
Eligibility & Criteria

The Torch Awards for Ethics (Torch Award) honors companies whose leaders demonstrate a high level of personal character and ensure that the organization’s practices meet the highest standards of ethics, and consequently generate trust. These companies generate a high level of trust among their employees, customers and their communities. The award embodies the Better Business Bureau® mission of advancing marketplace trust.

The Torch Award is open to all for-profit, 501(c)(3) and 501(c)(6) non-profit organizations of all sizes physically located within sponsoring BBB service areas including San Diego, Orange and Imperial Counties. Firms need not be BBB Accredited. 501(c)(3) non-profit organizations must complete the BBB Charitable Standards Evaluation process, and currently meet all BBB Standards for Charity Accountability.
Exclusions

• In business less than 3 years
• Less than a B Rating with BBB® (BBB Accreditation is NOT a requirement)
• Does not meet financial obligations
• Have been a Torch Awards Recipient in the past last year
• Are a government agency
Entries are evaluated by an independent, voluntary panel of judges comprised of business and community leaders. Remember, since the judges do not know your organization, your written submission (including examples, stories and documents) should provide a robust and accurate description of the organization’s culture.

Criteria for selection are based on the six Principles of TRUST!, established by BBB.
Entry Process

• Complete the online application addressing all (6) Judging Criteria

• Upload 1 PDF file per criteria; max 30 pages per criteria
  - Total of 180 pages maximum

• No commercials, videos, links or music will be reviewed by the judges

• All entries should be attractive and well-organized

• Entry fee of $25, helps fund the Torch Awards Scholarship Program.
How are the Winners and Finalists decided?

• Entries are judged by a panel of independent judges.
• There are 8 categories based on number of employees (charity/nonprofit, 1-4, 5-10, 11-24, 25-99, 100-249, 250-499, 500+).
• Each category has up to 5 judges (switch every year).
• The 6 judging criteria carry a maximum point value of 60pts. There is an 80% threshold to be considered a winner or finalist and that there may not be a winner or finalist in a category.
• One winner and up to two finalists will be awarded in each category. Winners & Finalists are announced at the 19th Annual Awards Luncheon on November 29, 2016.
International Torch Guidelines

• Winning entries will be automatically submitted.

• A non-refundable fee of $100.00 is required. (BBB pays for $100 fee).

• Businesses advancing to the next stage of the competition may be asked to provide contact information for customers, vendors, and suppliers whom the judges may contact about the firm’s entry.

• Not eligible if Torch Awards Recipient in the past five years.

• Not eligible if company is a 501(c)3 or 501(c)6
Six Criteria Built On TRUST! Principles
1. Transformation At The Top

Leadership Commitment to Ethical Practices
The following are suggested ideas for demonstrating this principle (two or more are required):

- A statement of the leader's or leadership team's personal code of ethics and how this code became personally significant.
- A personal letter from the CEO/President or Owner that includes a personal statement of his/her commitment to ethical business practices.
- Description or evidence of leaders' participation in workshops/conferences or training in ethics.
- Coaching/mentoring and feedback assessments that demonstrate that leaders seek to improve their ethical leadership practices.
- How the leader(s) are transparent, value candor, or receive personal feedback from the organization, vendors, or customers (possibly including how such feedback has led to personal change).
- Any public statement (speech, advertising, business material, or publication) of the leader's commitment to ethics.
- Cases/stories of leaders admitting error or the need for personal change, accepting responsibility, and taking corrective action.
2. Reinforce & Build
Communications of Ethical Practices
The following are suggested ideas for demonstrating this principle (two or more are required):

- How new employees (including part-time or contract employees) are informed and/or trained in the organization's ethical policies.
- How the CEO/President/owner’s personal code of ethics is communicated to employees, vendors, or customers.
- Tools or activities that model, mentor, teach and reinforce defined character ethics as part of normal business/management practices.
- Use of a character code or content in management/employee meetings.
- Ethical practices/expectations documented in vendor relation manuals, customer policies, or stakeholder relations procedures.
- What employees are taught/encouraged to do if others in the organization are not following the ethical code of the organization.
- How ethical behaviors of employees are identified and recognized.
- Examples of ethical challenges faced and how they were resolved.
- Common practices of identifying and/or addressing violations of the organization’s ethical code.
- Examples of situations in which your organization demonstrated ethical decision-making. Include the dilemma or problem face by your organization, possible choices you had for resolving the issue, the pros, and cons of each option, any resources that were consulted, and the final outcome.
3. **Unite the Team**

Leadership Practices to Unify the Organization
The following are suggested ideas for demonstrating this principle (two or more are required):

- How organizational statements such as “Vision”, “Mission”, “Core Business Values”, “Culture Description”, or “Business Purpose” have been created and/or are used to unite the team.
- How these statements are shared with existing and potential employees.
- Examples of training and policies that assist employees and corporate officers in carrying out ethical practices and behaviors.
- Leadership practices or communications of progress or adherence to the vision/mission of the organization.
- How feedback collected from the marketplace is used to assess the organization’s performance and focus employees on common issues.
- How feedback from employees is utilized to make adjustments in organizational practices to better match the vision/mission or core values.
- How recognition/celebration or other practices are used to unite employees and reinforce the mission or organization’s values.
- Compensation systems/factors that help to unite workers.
- Transparency of, and teaching of, management information and reports.
4. Steer Performance

Organizational Commitment to Performance Management Practices
The following are suggested ideas for demonstrating this principle (two or more are required):

- The planning process, including time frames and the organizational levels that participate.
- Practices in the use of clear measurements to evaluate progress, analyze performance and adjust plans to accomplish goals.
- The processes/systems of establishing individual/team/department objectives or targets including time frames and responsibilities.
- Practices using performance information to encourage, guide and motivate.
- Samples of your advertising or promotional informational materials that you feel particularly exemplify your focus on ethical expression.
- Accountability and compensation systems implemented for high performance.
- Rewards and recognition that integrate performance and high character or ethical behavior.
- How employees demonstrate accountability for performance and ethical behavior.
- Unique budgeting or forecasting processes and unique performance metrics.
- How innovation is encouraged and rewarded.
5. Treasure People
Organizational Commitment to Ethical Human Resource Practices
The following are suggested ideas for demonstrating this principle (two or more are required):

- Hiring practices that insure people are hired for character.
- How employees are involved in hiring practices.
- Unique systems and processes for training and preparing staff.
- Practices and procedures to resolve ethical issues.
- Any policies or procedures that specifically insure that employees are treated fairly, respectfully, and that workplace safety is ensured.
- Mechanisms or procedures for employee professional development.
- Termination practices that demonstrate respect of the individual.
- How employees influence organizational practices and decisions.
- Operational structures or systems that support the individual employee’s ability to perform.
- Processes that insure meritorious selection of individuals for assignments and additional responsibilities.
- Other practices that demonstrate leadership’s and/or organization’s commitment to individual employees.
6. Enthusiastically Re-invest!

Organizational Commitment to the Community
The following are suggested ideas for demonstrating this principle (two or more are required):

• How leaders/employees participate in industry organizations and activities to promote best practices.
• Examples of programs, contributions, and activities that return value and support your community.
• Examples of your reputation for ethical standards of behavior in the marketplace along with a list of recognitions or acknowledgments by industry peers, trade associations, or the communities in which you do business.
• How employees are encouraged to, and recognized for, spending time in community service activities that the organization values.
• Any contribution of funds, or in-kind services to community programs that is consistent with the organization’s values and character.
• How the company’s advertising, operations, risk management, governance, and regulatory compliance behaviors are assessed against proven standards.
• Proof of achievement with any industry benchmarks for high standards of business excellence.
Financial Integrity

Provide evidence of financial integrity such as a current credit report, a bank reference, vendor reference, or a Dunn & Bradstreet report.
Entry Submission

We fully understand that no leader, nor their company is perfect; each company is unique and has different experiences and policies. Consequently it is not necessary for the applicant to address all of the suggested content for each of the six criteria. Examples are merely provided as illustrations (not requirements) of possible content to demonstrate each Principle. We encourage you to find examples of your leaders’/organization’s practices that best exemplify each, or any, of the six Principles of TRUST!

www.bbb.org/sdoc/torch-awards-for-ethics/entries/entry-form/
Entry Submission

• The following procedures are compatible to an online submission process.

• Upload any supporting documents (description of practices, example stories of practices, policies, employee manuals excerpts, leader communications, etc.) in the “supporting" document sections (pages 3-8)

• Provide three references from one of each: customer, vendor, and community partner (upload supporting documents, page 9)

• Include evidence of financial integrity such as a current credit report, bank reference, vendor reference, or a Dunn & Bradstreet report ( upload supporting documents, page 10)
Submission Suggestions

• We encourage you to find areas in each criteria section that best exemplify your company’s practices

• It is not necessary to address all of the suggested content
The Benefits

• Winners and finalists receive a special Torch Awards Winner or Finalist logo to be used on any/all marketing pieces;

• Winners and finalists are included in a promotional piece given to all luncheon attendees (400+), special ads in U-T and SDBJ, emailed to 7,200 ABs and 3,300 area consumers, and more;

• Winners’ logo will appear on San Diego BBB’s bbb.org homepage for one full year (rotating);
The Benefits

• Winners have opportunity to appear on Channel 6’s “San Diego Living” live TV show;

• Winners and finalists are announced in special ad in BBB’s Yellow Pages (hand-delivered to over 300,000 single family homes)

• Scores and judge’s comments are given to all entrants after awards luncheon
Promoting your award

• Use your special Torch Awards Winner or Finalist logo on any/all marketing pieces including business cards, Yellow Page ads, etc

• Advertise it on your company’s website and social media sites

• Use it as part of your “on hold” telephone message

• Send a press release to local publications
Things to Remember

• Deadline for Entries – August 19, 2016

• Torch Awards Luncheon – November 29, 2016

• Be clear, concise, and consistent

• Remember to “think like an outsider” – give your entry to someone who doesn’t work for your organization to see if they get a clear picture of your company after reviewing

• Have fun! 😊 This should be a great time to look back at all the things your organization has accomplished
Questions?

Contact
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“Being honored and recognized as a Torch Award recipient has been instrumental in our organizations continued growth, profitability and the attraction of superior personnel!”
– Action Air Conditioning Heating & Solar

“Being a Winner of the coveted Torch Award is such an incredible honor; while the process seemed challenging at times, it is so humbling to know that being transparent and ethical in the marketplace is truly appreciated and recognized”
– Reilly Financial Advisors

“The importance of good ethical practices had become of even greater importance after joining the BBB and participating in the Torch Awards process. It has become part of our business culture.”
– Anderson Plumbing, Heating & Air, Inc.

A distinctive honor...
2015 Torch Awards Winners

2015 Torch Award Winner
The Franchise Maker
1-4 employees

2015 Torch Award Winner
Mission Federal Credit Union
250 - 499 employees