

<b>CLIENT</b>	Colgate Palmolive	<b>DATE</b>	4 November 2019
<b>PROJECT</b>	Ethical Leadership script	<b>WRITER</b>	Jerry Soverinsky

Ethical Leadership Script	
<u>VIDEO</u>	<u>AUDIO (VO-voiceover)</u>
FADE IN: CP program logo.	FADE UP: INTRO MUSIC
	<p>Did you know that 89% of ethical concerns at Colgate are raised by employees through their managers? That's well above the industry average and reflects the trust that Colgate people have in our people managers.</p> <p>As a people manager, you play an important role in modeling ethical behavior for your team, creating a safe and engaging environment that aligns with our ethical standards. Doing so inspires your team members to perform well, collaborate selflessly and do things the <i>right</i> way.</p>
<ul style="list-style-type: none"> <li>•</li> </ul>	<p>Here are the four key ways to foster this ethical culture within your team:</p> <ul style="list-style-type: none"> <li>● <b>Be a role model for ethical behavior</b> and invite them to <b>share</b> any issues or concerns they have.</li> <li>● Help your people <b>learn</b> how to maintain the highest ethical standards by completing <b>training</b> and complying with our <b>policies and practices</b>.</li> <li>● <b>Understand what to do</b> when an ethics-related issue is brought to your attention.</li> <li>● Be knowledgeable and follow our <b>non-retaliation policy</b>.</li> </ul>
Be a Role Model	<p>To become a successful role model, you should</p> <ul style="list-style-type: none"> <li>● Review and apply the principles in our Code of Conduct,</li> <li>● ensure you truly maintain an open door policy,</li> <li>● be vocal about ethical behavior,</li> <li>● continuously encourage your team to raise any issues or concerns that arise.</li> <li>● and most importantly, demonstrate your support to those who do raise concerns.</li> </ul>
Ethical Leadership Training <ul style="list-style-type: none"> <li>○ LEARN</li> <li>○ ACT</li> <li>○ SPEAK UP</li> </ul>	<p>Each year, you and your team members will complete the mandatory Ethical Leadership Training with three over-arching goals: LEARN what is required to maintain the highest ethical standards; ACT in accordance with the code of conduct; and SPEAK UP when concerns arise. Our Ethical Leadership Training programs detail our ethical standards and encourage your team members to act ethically and speak up when a doubt or concern arises. There are specific programs for salaried, clerical and plant employees each year.</p>

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	Maintaining the highest ethical standards is critical to the success of your team, and it's important that they complete all mandatory Ethical Leadership Training.
	<del>To help reinforce our policies as well as clear up any ambiguities among team members,</del> We'll look to you to gain a deep understanding of the relevant ethical policies and practices associated with your job, to properly advise your team when needed and foster an ethical culture. For instance, when working with external vendors, you must follow our anti-bribery, due diligence process. Our Global Business Practices guidelines, as well as our Compliance website and Colgate mobile app are instructive in this and other topics.
<ul style="list-style-type: none"> <li>Non-retaliation policy</li> </ul>	<p>When a team member raises an ethical issue, listen first before responding and taking action, allowing them time to thoroughly explain their concerns.</p> <p><del>These kinds of issues can be difficult to diagnose, and quick, proper action is key!</del> You are not alone in this! Should you need support, Human Resources, Legal, or the Ethics and Compliance team can help you determine what your best, next steps should be.</p> <p>In all instances, always follow our non-retaliation policy to maintain a supportive environment and encourage your team to speak up.</p>
<p>FADE IN: Program logo.</p> <p>FADE OUT</p>	<p>FADE UP: Music</p> <p>Fostering an ethical culture will ensure a positive work environment for your team members to perform at their best and maintain our highest ethical standards.</p>