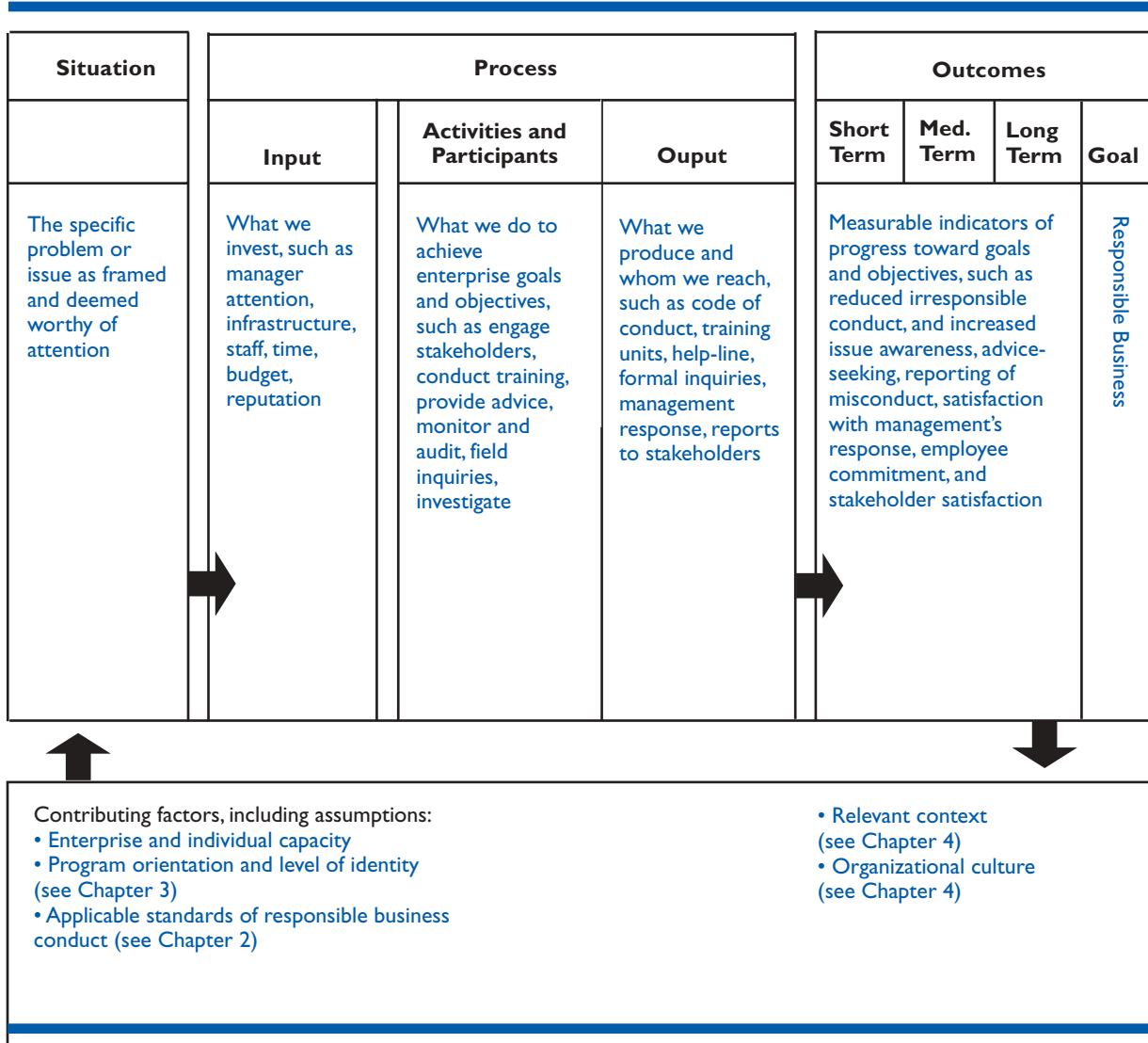## **I** **Business Ethics Program Logic Model**

A program logic model graphically depicts elements of a business ethics program. The model below will assist planners of a business ethics program to organize their thinking and encourage stakeholder engagement. Owners and managers can use the program logic model to stimulate dialogue and graphically portray how they envision their business ethics program working.

Situation	Process			Outcomes			
	Input	**Activities and Participants**	**Ouput**	**Short Term**	**Med. Term**	**Long Term**	**Goal**
The specific problem or issue as framed and deemed worthy of attention	What we invest, such as manager attention, infrastructure, staff, time, budget, reputation	What we do to achieve enterprise goals and objectives, such as engage stakeholders, conduct training, provide advice, monitor and audit, field inquiries, investigate	What we produce and whom we reach, such as code of conduct, training units, help-line, formal inquiries, management response, reports to stakeholders	Measurable indicators of progress toward goals and objectives, such as reduced irresponsible conduct, and increased issue awareness, advice-seeking, reporting of misconduct, satisfaction with management's response, employee commitment, and stakeholder satisfaction			Responsible Business

Contributing factors, including assumptions:
• Enterprise and individual capacity
• Program orientation and level of identity (see Chapter 3)
• Applicable standards of responsible business conduct (see Chapter 2)

• Relevant context (see Chapter 4)
• Organizational culture (see Chapter 4)

A blank worksheet, which may be photocopied for use within your organization, follows on the next page.

I Business Ethics Program Logic Model

Situation	Process			Outcomes			
	Input	Activities and Participants	Ouput	Short Term	Med. Term	Long Term	Goal

Contributing factors, including assumptions: