

BUILDING AN ORGANIZATION'S INTEGRITY SYSTEM

The integrity of organization's internal stakeholders (officials) is said to be a key determinant of public trust in organizations, government and a central concept in good governance.

The success of an organization is built on the trust of customers, employees and the general public. The best way to gain that trust is to demonstrate ethics and integrity in business, not because of legal requirements – but because it is the right thing to do.

An integrity system is a series of institutions and practices that collectively aim at building integrity, transparency and accountability in the organization.

In products, integrity is the source of sustainable competitive advantage. Products with integrity perform superbly, provide good value, and satisfy customers' expectations in every respect, including such intangibles as their look and feel.

Integrity starts with a product concept that describes the new product from the potential customer's perspective. Whether the final product has integrity will depend on two things: how well the concept satisfies potential customers' wants and needs and how completely the concept has been embodied in the product's details.

The system is a mix of institutions, laws, regulations, codes, policies and procedures that provide a framework of checks and balances, to foster an environment of high quality decision making, and to identify and address inappropriate behavior.

An effective integrity system requires a range of interlinked arrangements processes and laws that in total help to generate an effective culture of integrity.

Without integrity at the helm of a company, a business is usually short-lived. In fact, when business integrity is present throughout the deepest layers of a company and not just at its surface, it becomes the heart and soul of the company's culture and can bring the difference between a company that succeeds and a company that falters.