



# Strategic Sustainable, & Rightsized Risk

Get Buy-in, Reduce Risk, & Improve Your Competitive Edge

## Scaled to you

We adapt to you, creating risk assessments, systems, and content that fits your culture and strategy. Stakeholders - from regulators, customers to investors - increasingly expect you to manage an ever-growing list of risks. We help by:



Focusing expertise and resources only on the areas most relevant as your company develops.



Saving up to 40% of allocated budgets through targeted plans and 80/20 analysis.



Developing comprehensive but digestible (12-year-old tested!) content, frameworks & guidance.

## Rightsized & Strategic

Integrity risk and ethical expectations present threats and opportunities. You can gain an advantage (and save a LOT of time) by embedding pragmatic plans and practices into decision-making. Avoid expensive compliance “check boxes” that create waste, resistance, and can harm reputation.

## Peace of mind

1. Assess: Analysis and benchmarking - cutting through the noise to identify and address the 20% creating 80% of the risks and impact.
2. Align: Proactive guidance and support to ensure risk is aligned with strategy, regulation, and emerging issues.
3. Action: Making sure risk management is sustainable by implementing using human-centric principles, to help not hinder strategic goals.

We also provide on-demand expert guidance responding to questions, investigative matters, and incidents.

# Rupert Evill

## Founding Director

ethicsinsight

Helping leaders stay focused on what matters, by leveraging sustainable, tested, and realistic tactics to reduce risk.

- 23 years of frontline experience across investigations, political, regulatory, human rights, and integrity (including financial crime) topics.
- Postgrad studies in Sustainability, @Cambridge, behavioural analysis, & ESG.
- Retained advisor to 30+ business leaders.
- Operated in 50+ countries & 30+ sectors.
- Advisory panel, the Association of Corporate Investigators, and published author of "Bootstrapping Ethics."
- Certified Fraud Examiner and Crisis Responder.



## Recent experience



### Assess

This year: Risk assessments in 30+ companies in 20+ countries, typically saving 40%-50% of projected costs.



### Respond

Successfully resolved 50+ potential integrity or sustainability issues, incidents, or missteps in the past 3 years.



### Train

7,000+ people in areas including compliance, ethics, investigations, & crisis response.



### Implement

In the past 5 years I typically answer about 5 actionable compliance and risk questions every week.

## Contact

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# Our Experience

ethicsinsight

Some of the great people we work with:

## What they say about us:

"I have worked with Rupert to conduct assessments and advise on projects with our investment portfolio companies. He is particularly skilled at sensitively engaging with firm leadership on very tricky topics. Rupert's work provides solid tools to help our investments become better businesses, appropriate to their stage of growth."

**Rita Roca, Business Integrity Leader, IFU**

"Ethics Insight provides a toolkit to operationalise an organisation's ethics, risks and sustainability. They help build a culture where doing the right thing is the norm."

**Kevin Withane, Founder of Diversity X, and UKBAA Angel Investment Award Winner 2023**

"I wanted to align strategy and sustainability. I needed to see the world through a different lens. Rupert showed me that there are many ways to make sustainability strategic."

**Danielle Crawford, Senior Advisor, Corporate Sustainability Performance, Rio Tinto**

"Working with Rupert was a great experience. Rupert's creativity, inventiveness, professionalism, flexibility, experience with similar projects, and unique approach made him an invaluable partner. A definite 10 out of 10."

**Rory Donaldson, Business Integrity Programme Manager - Transparency International**



Swedfund



TI Fluid Systems



EVBOX



Genmab



ERICSSON



OCEANAGOLD



PRUDENTIAL



WSP

Baxter

TOLL



Association of Corporate Investigators

Contact

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