

# LIFT

## Business Ethics Certificate Program



Charitable Number: 75851 3725 RR0001

## The BBB Education Foundation Empowers Youth & Employees with Strong Business Ethics

The Business Ethics Certificate Program grew out of BBB Education Foundation's desire to focus on "lifting" attitudes towards creating an honest, ethical future workforce and community.

The Foundation fosters growth and ethics education in order to help change the shape of tomorrow's business and consumer marketplace.

Currently, the LIFT Program focuses on middle school-aged and high school-aged students to provide them an opportunity to learn and embrace a high ethical code of conduct. This is a tool they can use in their everyday lives and in their future business/work endeavors. Future plans are to develop programs for other ages including at-risk youth and adults.

The LIFT program teaches the participants the importance of integrity and ethics and how both of these concepts affect them right now and in their futures. The LIFT workshop and project based learning curriculum offers an introduction to business ethics as well as personal character lessons. These lessons focus on topics like critical thinking, character traits, accountability and development.

The Business Ethics Certificate is awarded to students, social agencies and businesses who complete all aspects of the LIFT program. They must demonstrate knowledge of ethical standards for the workplace and have signed the LIFT Commitment to Conduct.

### 3 CORE COMPONENTS



SCHOOL | WORK | PERSONAL

Upon **entering the workforce**, participants can show current or prospective employers that they completed a course in ethics and have committed to upholding the LIFT Commitment to Conduct in their **school, work and personal life**.



## Impact Assessment

The BBB Education Foundation collects data from participants to create a baseline to gauge general knowledge of ethics and ethical problems that face today's youth and adults. The Impact Assessment Survey tracks progress after the baseline has been established.



**Participants** learn the importance of **integrity** and **ethics** to positively impact their present and future lives.



**LIFT program includes completion of the following:**

- Incoming commitment to "Respect and make an effort to understand and learn from my fellow participants"
- A flexible program that includes five or two part In-class/Learning Environment Workshops (LIFT for Students)
- Half day workshop (LIFT for Workforce)
- Extended Learning Environment Project
- Signed the Commitment to Conduct
- Final Project Presentation
- Knowledge & Understanding Survey

Schools or youth agencies in Manitoba interested in delivering the LIFT program should contact [foundation@manitoba.bbb.org](mailto:foundation@manitoba.bbb.org) or 204-989-9010 Ext 105

### **Program Learning Objectives**

Students will be able to generally define and describe:

- Ethics
- Characteristics of Personal Responsibility
- Characteristics of Personal Character
- Characteristics of Personal Values
- Characteristics of Personal Development
- Discuss the differences between at least 2 approaches to ethical decision making and use examples to demonstrate how each would apply to an ethical situation.
- Demonstrate an example of how small ethical decisions can lead to major ethical issues.
- Articulate an example of a personal experience in ethical decision making and lessons they learned during the experience.
- Examine the consequences of un-ethical decision making in their school, work and personal lives.
- Appreciate the value of making ethical decisions in their school, work and personal lives.



Your donation helps us to provide **LIFT** at no charge

## **TAKE A STEP IN GUIDING TOMORROW'S WORKFORCE**

Your donation make it possible:

- to inspire an ethical marketplace based on trust and integrity through quality ethics education and training; and
- support the future of business communities raising up an ethical marketplace for tomorrow by creating both ethics education and opportunities for students and businesses

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# LIFT RESULTS

## LIFT for Students

750

# of Students  
Certified

18

# of School Divisions  
supporting LIFT

40

# of Schools  
with LIFT

57

# of Teachers  
facilitating LIFT



1945

Total number of LIFT Certificates  
since 2017

\* Data as of April 30, 2022

### Post-secondary

474

# of students

259

MTEC #  
participants

### Workforce

297

Organizations #  
participants

85

Businesses #  
participants

### General

74

Unemployed  
participants

6

# of Educators

### Schools with LIFT

#### Winnipeg Area:

Louis Riel School Division

- College Jeanne Sauvé
- J.H. Bruns Collegiate
- Dakota Collegiate
- Louis Riel Arts & Tech. Centre
- Nelson McIntyre Collegiate
- Windsor Park Collegiate

Pembina Trails School Division

- École secondaire Oak Park High School
- Fort Richmond Collegiate
- Pembina Trails Early College
- Shaftesbury High School
- Vincent Massey High School

River East Transcona School Division

- Adult Learning on Lombard
- RETSD Adult Learning Centre
- Murdoch MacKay Collegiate
- Neil Campbell School

Seven Oaks School Division

- Adult Education Centre Inc.
- West Kildonan Collegiate

Winnipeg School Division

- St. John's High School
- Technical Vocational High School

Independent Schools

- Southeast Collegiate
- The Laureate Academy

#### Rural Manitoba:

Altona: Border Land School Division

- W.C. Miller Collegiate

Beausejour: Sunrise School Division

- Springfield Collegiate

Brandon: Brandon School Division

- Crocus Plains Regional Secondary School

Birtle: Park West School Division

- Major Pratt School

Dauphin: Mountain View School Division

- Gilbert Plains Collegiate

Gimli: Evergreen School Division

- Dr. George Johnson Middle School
- Arborg Collegiate
- Riverton Collegiate Institute

Pinawa: Whiteshell School Division

- Pinawa Secondary School

Portage La Prairie: Portage La Prairie School Division

- Portage Collegiate Institute

Selkirk - Lord Selkirk School Division

- Lord Selkirk Regional Comprehensive Secondary

Treherne - Prairie Spirit School Division

- Treherne Collegiate
- Prairie Mountain High School

The Pas: Kelsey School Division

- Margaret Barbour Collegiate Institute

Winkler: Garden Valley School Division

- Garden Valley Collegiate

Independent Schools

Fisher River:

Verna J. Kirkness Institute of Higher Learning

### Post-secondary schools

- Herzing College
- Louis Riel Arts & Tech. Centre
- Stony Mountain Institution
- University of Manitoba
- Wellington College

### Organizations

- Carpathia Children's Centre
- Eagles Nest Aboriginal Youth Centre
- Immigrant Centre of Manitoba
- Ray Inc.
- Regional Connections Immigrant Centre
- Taking Charge Inc.

### Companies

- AAR Financial Inc.
- BBB Serving Manitoba
- Credit Canada Debt Solutions
- Encore Metals
- Winnipeg Free Press

# LEARNING OBJECTIVE AFTER LIFT

## \*Knowledge & Understanding Survey

Level of understanding about how ethics can impact school and/or work life.

82%

Level of understanding about how ethical decisions will affect personal brand

83%

Level of accountability for ethical actions at school and/or work

75%

\* Data as of July 2021

## \*LIFT Impact Assessment Survey

\*taken after 6-12 months of participation

Had a positive impact on decision making after LIFT program

91 %

Continue to understand the importance of Personal brand

98%

Continue to practice ethics in personal and professional life

93%

Had included the LIFT Certificate in their resume

80%

\* Data as of April 2021

## Facilitator Feedback Survey

The \*module were well laid out and easy to understand

67%

Students asked questions in class and contributed to class discussions

89%

Will definitely be a LIFT Facilitator again

100%

# LIFT Program - FAQs

1. What is LIFT Business Ethics Certificate Program?

LIFT is not an acronym. It references "lifting oneself to a higher level". The LIFT program is a curriculum created by the BBB Education Foundation and provides opportunity to schools, youth organizations, non-profits, charities and businesses to learn and apply a high ethical code of conduct.
2. What comprises the LIFT program?

LIFT focuses on the importance of ethics and personal brand! and how they impact students today and into their future. LIFT provides decision making tools that students can use everyday. As technology widens our spectrum of communication, there is no better time to help students realize how ethics and character branding play an important role in their daily lives.
3. Why is business ethics important?

Good ethics means good business. Behaving in ethical way will ensure viability of your organization with employees that practice trust and integrity. Therefore, Employers are starting to recognize the need for improving workplace ethics.
4. How does the LIFT program meet community needs?

A Global Winnipeg report in October 2018 details how small and mid-sizes businesses are having difficulty filling job vacancies by identifying the top barriers to hiring youth as motivation, attitude and minimum wage increases. Moreover, a 6% increase in the Crime Severity Index in Manitoba (2018) involving young people in shoplifting, vandalism and meth use indicates the need for investment in education towards a more ethical society. The BBB Foundation is working hard to change these statistics to bridge the gap between skills learned in school and skills needed in the workplace.
5. I want the LIFT Business Ethics Certificate Program in my school/agency/business, how do I start?Middle/High Schools - Register your teacher at <http://bbb.org/h/jzda> . Attend a 60-minute train the trainer presentation online with BBB Foundation and receive the LIFT Teacher Guidebook.  
Post-secondary schools/Agency/Business - Register as a facilitator at <http://bbb.org/h/izog> or book a LIFT session with Mary Alarcon at (204) 989-9010 Ext 105 or email [malarcon@manitoba.bbb.org](mailto:malarcon@manitoba.bbb.org).
6. How long is the LIFT Business Ethics Certificate Program?

Middle/ High Schools - LIFT for Students is a 5-part (45 minute) learning environment workshop.  
Post-secondary schools/Agency/Business - LIFT for Workforce is a 2-3 hour interactive workshop online/webinar that focuses on general workplace settings and current trends. LIFT provides ethical scenarios to exercise participants critical thinking. The delivery time frame is flexible to meet the needs of the facilitator/agency.
7. How is LIFT program being delivered?

LIFT can be delivered through In-class and Online presentation. The Online presentation is available in multiple formats Microsoft teams, Google classroom, Zoom Webinar, Moodle and supported by our BBB SmarterU LMS. Metrics are gathered from our Outgoing Survey after the program is delivered and an Impact Assessment Survey is conducted after 6 months after completion.
8. How much does it cost?

The LIFT program is free of charge for High schools, Post-secondary students and unemployed individuals. The registration fee of \$60 applies to the current workforce. BBB Education Foundation believes that by working together to further educate the community will benefit. Donations are always appreciated.
9. What is a LIFT Certificate?

After completion of the program, students can show future employers a certificate confirming they have completed a course in ethics while pledging to the LIFT to "Commitment to Conduct" in their school, work and personal life.