



Radio Show Podcast



SHOW NOTES

Marketing, Advertising and Sales Law & Regulations: Discussion by Steven Cavallo
Interview with Dr Patricia Harned CEO of Ethics and Compliance Initiative
Ethics, Compliance in Organisations and the Benefits to Workplace Culture & Profit

Episode 110
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Here to Serve

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The Business Firm is an international business consultancy company based in Adelaide, South Australia. We provide business services to commercial enterprises, government agencies and non-profit organisations. Our mission is to help our clients achieve high-level outcomes. Phone +61 8 8121 5711.

BUSINESS PLANNING

We write sophisticated business plans for organisations that provide a blueprint to achieve its objectives. Documentation is comprehensive and easy to follow, like an operations manual – step by step. All our business planning is based on fact and real market conditions so they are relevant and achievable.

MARKETING STRATEGY AND BRAND

We prepare strategic marketing plans for our clients that provide for growth of sales, increase in margins and growth of the brand. Our focus is not only to create wealth, but to create a brand that is highly valuable, so it is worth the most money possible in the event a business is sold – or the owner is no longer involved.

eLEARNING, TRAINING & EDUCATION PRODUCTS

We develop customised, highly interactive, game-based online learning courses for organisations. These high quality eLearning solutions allow an organisation to achieve full compliance with all industry and state regulations at significant cost advantage and in real-time. Solves: compliance, inductions, registrations, assessments, workplace training and other knowledge-based requirements. In person/class training too.

EVENT MANAGEMENT

We plan, execute and assess events for organisations, such as product launches, professional seminars, trade shows, fundraising dinners, auctions, conferences, sporting events and entertainment shows. We will manage all logistics for events, including ticketing (both physical and electronic) as well as back-end systems to handle sales, statistics and the creation of a Customer Relationship Management database.

DIGITAL ONLINE AND WEBSITE

We create: websites, eCommerce solutions, Facebook, YouTube, Twitter & LinkedIn social strategies, Yellow Pages digital advice, search engine optimisation, iTunes worldwide sales, Apple apps (iPhone, iPad, iBooks), Google, Bing, Yahoo listings and affiliate revenue for you.

AUDIO, VIDEO AND PODCAST PRODUCTION

Our in house studio produces high quality audio and video content for radio, podcasting, television, YouTube, online streaming broadcasts, education, training, sales, lead generation, events, product launches and fundraising.

PUBLISHING HOUSE (inc. electronic publishing)

We create: magazines, yearbooks, almanacs, manuals, tenders, books, novels, textbooks, electronic publishing, investor prospectus. We also offer proofreading and document layout. We can take your existing print works and publish them electronically so they can be distributed worldwide. This is the largest distribution channel in the world. We help you sell your works globally or distribute for free.

NEWSLETTERS, MAGAZINES & PROSPECTUS

We create newsletters for organisations, magazines for industry groups, catalogues, syllabuses, investor prospectuses. We prepare tenders, bids, proposals and sales documents. We will manage the entire process from text to desktop design to printing the final product.

RESEARCH

We conduct market research to determine the viability of a market or product. We do customer satisfaction research to find out what an organisation's customer think of its products and services. We also conduct brand research to determine the attitudes held by the market towards an organisation.

ADVERTISING AND PROMOTION

We understand the most cost efficient and the most effective way to spend money on advertising. We create advertising for television, radio, musical jingles, newspapers, display ads, outdoor billboards, cinema, online (Google, internet banners etc.) and for the sponsoring of events, teams etc.

SALES STRATEGY AND SALESFORCE MANAGEMENT

Sales are the life-blood of all organisations; therefore, your sales staff (whom represent both your biggest asset and your biggest expense) out-performs your competitors. The Business Firm helps you achieve world's best practise in sales three ways: by creating a customised sales plan; by teaching super-effective sales technique; and training the entire organisation in customer service so your clients only ever experience total satisfaction and buy again when it is time.

CONSULTING AND TURN-KEY PLANNING

We will create for you a world-class, modern business system that will scale seamlessly, allowing you to grow a large business that is easy to run, is super efficient and significantly more profitable. We support organisations from beginning to end: from research to strategic planning, its implementation, the training of staff on systems upon rollout, systems operations and its ongoing refinement and improvement.

FUNDRAISING SYSTEMS

We create for non-profits organisations: regular giving programmes, attract sponsorships, membership growth, events & functions, In-Memoriam donations, major gifts, capital drives, database management, competitions & social media fundraising.

PUBLIC RELATIONS AND LOBBYING

We plan and execute product launches, open days, facility tours, trade shows, press releases, publicity, media relations, press conferences, lobbying, information events, competitions & giveaways. We also do direct mail campaigns.

ONLINE EVENT BROADCASTING, WEBCASTS & WEBINARS

We create engaging, high conversion online broadcasts for organisations worldwide. We develop professional quality content that conveys your message with power. Whether you want to sell to businesses or individuals; educate and inform; influence public opinion; generate leads globally; stream your live event online to the world; record and post for open replay; or run an online summit; we have the production capability and online video capacity to be a global star.

PRESENTATIONS AND MULTIMEDIA DISPLAYS

We create stunning sales presentations that have high impact and get results. Public display kiosks (touchscreen information directories). Educational interactive learning aids. Shop window displays to sell items. POS displays. Shopping mall displays (for advertising and information).



About the Podcast

We produce a weekly radio show that is distributed globally through iTunes and on Stitcher Radio as a podcast. **The show is designed specifically for decision makers:** entrepreneurs, business owners, high-level managers and Board Directors who typically control significant plant and human capital.

If you have an Apple device (iPhone, iPad, Mac) click this link to listen:
<https://itunes.apple.com/au/podcast/business-firm-show-for-decision/id1164625597>

If you have a non-Apple device, click to listen using this link:
<http://www.stitcher.com/podcast/the-business-firm>

Each episode covers different topics related to running a high-performing business. You will get empirically proven, strategic advice that will result in more profit for you. **Areas covered include:** strategic marketing, business development, sales performance, advertising, public relations, social media promotions, eCommerce, large-scale fundraising, research and how to build a global business properly.

You will collect high-level content from host Mr Steven Mario Cavallo, The Business Firm's founder; and you will also get the opportunity to have a business problem you are dealing with, solved. **You can submit** an audio recording of a real-life business issue by emailing an mp3 file to: answers@thebusinessfirm.com.au

You'll also enjoy a sky-high view from the Tower of Success where you'll sit alongside Steven in The Business Firm Presidential Lounge and pick the brains of the very best business thought leaders in the world, during an interview. You are invited in every episode to listen to **interviews with incredible, world-leading information shared by some of the business world's most expert thought leaders.** Guests include top practitioners, entrepreneurs, Professors from the greatest Universities of the world, successful business owners, coaches and mentors, industry leaders, authors and other high-achieving, credible individuals.

If you fit the above description, have content of value to business owners and are a confident speaker, please apply to become an interviewed guest by emailing us at: guest@thebusinessfirm.com.au

This is the show that will help you in your duty, of being an effective business leader.

The Business Firm Radio Show is produced in Adelaide, South Australia weekly and released internationally to our worldwide audience: the decision makers and entrepreneurs who are building our global economy.

[Listen to the show](#) on iTunes and never miss an episode again, as it will automatically appear for you to listen to on your device, at your own convenience.

In addition to enjoying the free information on the podcast, you are welcome to a **free seat in the next Webinar** (online seminar) where Steven will be presenting [vital aspects of marketing science](#) and business development. Topics covered include: how advertising REALLY works and how to only spend money on what ACTUALLY gives returns. Learn how to sell 20% more without any extra customers; and we reveal the truth about consumer behaviour and HOW buyers actually choose between your brand and your competitors'. Plus, you'll learn the three biggest pieces of misinformation that wastes money and leads to nothing – things that nearly everyone has already been sucked into doing! This information is totally unknown by your competitors (and the false 'gurus'); so knowing it is a lucrative advantage you can easily get over your competitors.

Do yourself a favour and attend the next webinar. It will end your vulnerability to misinformation and can finally stem the flow of so many unnecessary expenses you are probably already incurring. There's no cost, no obligation and you'll make money from the information.

Check when the next one is on at: www.thebusinessfirm.com.au/webinars.html

Discussion

In this episode, Steven Mario Cavallo discusses the roll of consumer protection legislation in the field of marketing and sales. In particular, the *Trade Practices Act 1974* in Australia and the equivalent statute in other countries of the world. There is stringent law that protects consumers from misleading, unscrupulous, unfair and anticompetitive business behaviour that has potential to harm consumers and exert undesirable affects in markets.

The discussion investigates the current legislative requirements in respect to a business' promotional activities, their product or service claims and their adequate monitoring of public comments in different media platforms: television, radio, online, social media, community forums, review sites, FaceBook and YouTube. Compliance around personal sales methods such as sales force, door to door selling and telemarketing are also investigated and these are particularly pertinent to many businesses who engage sales reps, agents or other third parties to fulfil the sales function or for lead generation.

The episode provides a strong recommendation that all business, including small businesses to develop an up to date and compliant Marketing Ethics Policy to help in their governance of this important area of risk management and the integrity of brand growth. A series of excellent, current templates that can be adopted for use in organisations of different size and complexity can be found at the website of the Australian Competition and Consumer Commission (ACCC), which is the regulatory Commonwealth statutory authority governing business conduct and to enforce the *Competition and Consumer Act 2010* and other legislation and to promote competition and fair trading.

Compliance Programme Templates (that your business can use immediately) are available at:

<https://www.accc.gov.au/business/business-rights-protections/implementing-a-compliance-program>

Interview

In this episode, we hear from one of the world's foremost experts on ethics, compliance and governance standards: Dr Patricia Harned, CEO of the Ethics and Compliance Initiative (ECI) in the United States. During the interview, she provides excellent advice to businesses and non-profits on what good ethics policy looks like and the many benefits it can provide – as well as the catastrophic PR issues, fines, litigation and losses it can avoid.

The mission of the ECI is to empower organisations to build and sustain high quality ethics & compliance programmes. The ECI is an alliance of three nonprofit organisations: the Ethics Research Center (ERC), the Ethics & Compliance Association (ECA) and the Ethics & Compliance Certification Institute (ECCI).

As CEO, Dr. Harned oversees all of ECI's strategy and operations. She also directs outreach efforts to policymakers and federal enforcement agencies in Washington, DC and she speaks and writes frequently as an expert on ethics in the workplace, corporate governance, and global integrity. Dr. Harned advises senior leaders on effective ways to build an ethical culture and promote integrity in organisational activities.

Dr. Harned chaired the *ECI's Blue Ribbon Panel on High-Quality Ethics & Compliance Programmes*, which established a new industry standard for effective ethics and compliance efforts in organisations. She has served as a consultant to many leading organisations; among them Penn State University, Daimler AG, and the New York Stock Exchange. Dr. Harned has testified before Congress and the U.S. Sentencing Commission, and she has provided briefings to U.S. Secretary of Defense Ash Carter, the OSHA Whistleblower Protection Advisory

Committee, and the Federal Bar Council on strategies to increase effective reporting of suspected organisational misconduct.

Dr. Harned has been featured in media outlets including the Wall Street Journal, Washington Post, USA Today and CNN, and has been a guest on Federal News Radio and the "Diane Rehm Show." She was selected by Ethisphere Magazine as one of the 100 Most Influential People in Business Ethics in 2014 and 2015, and was named one of the Top 100 Thought Leaders in Trustworthy Business Behaviour in both 2010 and 2011 by the nonprofit organisation Trust Across America.

Dr. Harned holds a Bachelor of Science in Education degree from Elizabethtown College in Pennsylvania, a Masters of Education degree from Indiana University, and a Doctorate in the Philosophy of Education from the University of Pittsburgh.

Dr Harned kindly shares her immense knowledge and experience with our audience in this armchair interview with Mr Steven Mario Cavallo in The Business Firm Presidential Lounge.

Ethics and Compliance Initiative Website: www.ethics.org

Listen to the interview with Dr Patricia Harned by downloading episode 110 of The Business Firm Radio Show:

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Additional Resources

Ehrenberg Bass Institute: <https://www.marketingscience.info>
Your Business' Ability to Achieve Game Changing Innovation: www.gamechanging.com
Priority Matrix, personal productivity software that utilises the Eisenhower Matrix as described by Dr Stephen Covey in The 7 Habits of Highly Effective People: www.appfluence.com
How to Think Like Leonardo Da Vinci book. www.michaelgelb.com
The Business Firm: www.thebusinessfirm.com.au

Podcast

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