



presents Innovative Training Solutions developed for...

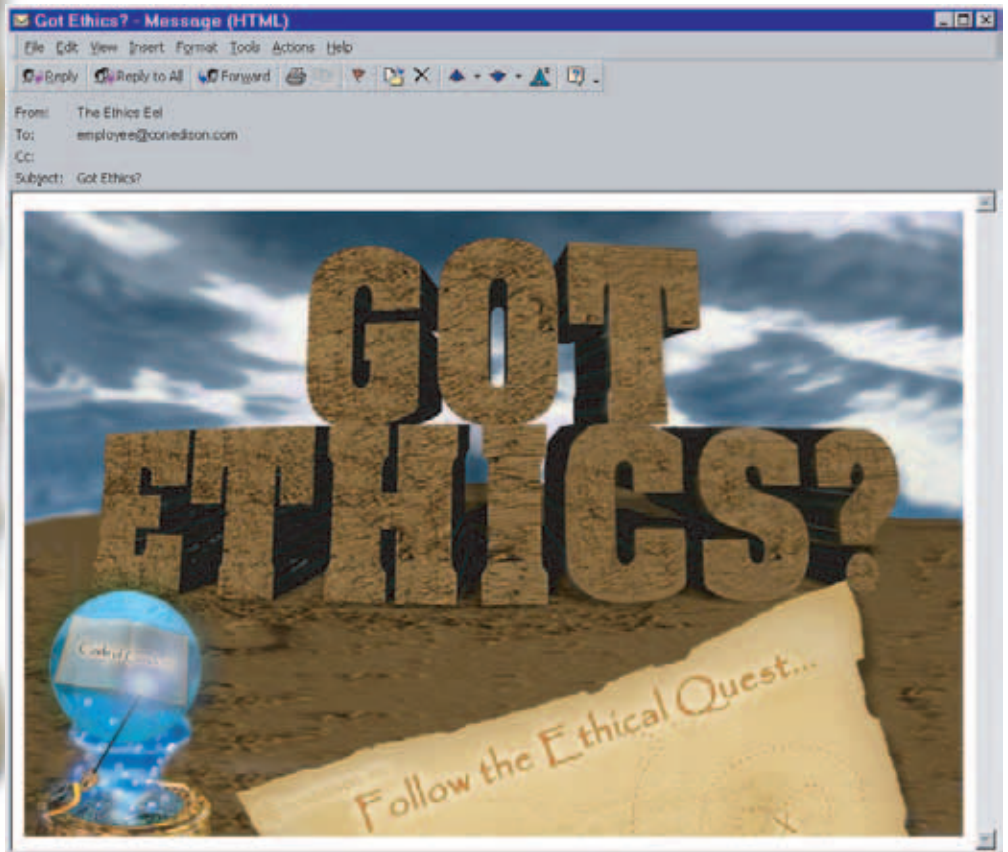
CON EDISON

Ethical Quests Campaign

www.conedison.com



Sealund partners with Con Edison to increase ethics awareness using e-mail and the Web!



Sealund Helps Con Edison Launch The Ethical Quest Campaign!

When Con Edison needed an innovative method of increasing employee awareness of ethical issues and its Code of Conduct, Sealund was selected to provide the solution! Sealund harnessed the power of e-mail and the Web to present the Ethical Quest to 14,000 employees. The Ethical Quest presents

realistic situations developed by Con Edison's Manager of Business Ethics/Compliance Training Auditing, Pamela Mason-Rollins. Pam's creative vision was to challenge employees to try their hand at exploring critical examples of ethical situations, and comparing their answers dynamically with other employees.

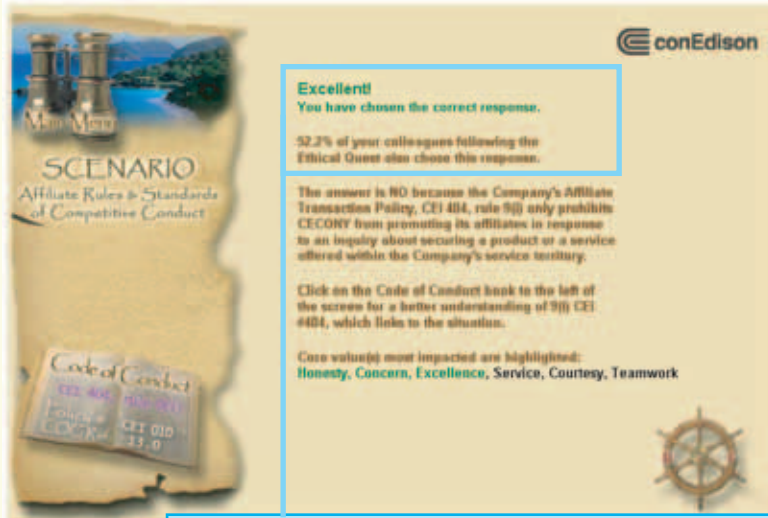
Sealund Special Report

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Each employee has a chance to agree or disagree with the character in the ethical situation, and immediately learn the percentage of individuals that selected the same answer.



Active Server Pages (ASP) provide realtime evaluation and instant feedback to the users by letting them know how many other employees made the similar choice.

Sealund's creative solution for the Ethical Quest employs a visual metaphor that engages users, and provides a convenient easy-to-use interface. The campaign is initiated by sending employees a challenging e-mail titled "Got Ethics?" The e-mail contains a link to the Ethical Quest Web site, where users interact with the situations. Each type of employee is tracked, and answers are stored in a SQL database. Sealund programmers developed Active Server Pages (ASP) to solve the technical issue of moving the data from the Web site to the database. ASP was also used to build an administration page for the site, and to provide access to real-time reporting for the Ethical Quest. Reports were designed to track the amount and job category of users, and the percentage of users answering yes or no to a specific situation.



The Ethical Quest campaign represents a powerful combination of creativity and technology. As large organizations move to increase awareness of ethics and compliance issues, innovative solutions like Con Edison's Ethical Quest offers a cost-effective method of communicating this important information to thousands of employees!