

**Peter Holmes  
Anita Aul**

**Deloitte Touche  
UK - London**

***Ethics from a practical business perspective: The view from the front line  
and sometimes the trenches***

How does a large, multi-disciplinary international professional services firm deal with ethical issues that arise, strategically and operationally? Can its structures, policies and processes withstand day-to-day business demands? How do its corporate values translate to its people? How can they maintain their personal integrity in the face of relentless pressure? We will discuss these issues candidly, describing our principles and frameworks and how we seek to embed them throughout the firm. This will be illustrated by our responses to recent real-life events and we will pose some challenges for the audience to consider.