

E-CODE

A Framework for Delivering Only-in-YPO Learning Experiences

ENGAGE PEERS

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- ▶ Create a safe haven that supports open idea exchange and relationship building.
- ▶ Use member expertise for learning and mentoring opportunities.
- ▶ Encourage peer-to-peer interaction through meaningful activities and relevant topics.

COMPELLING CONTENT

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- ▶ Captivate members with impactful, actionable content and clear takeaways.
- ▶ Craft thought-provoking activities that push boundaries while respecting individuals' decisions and choices.
- ▶ Embrace diversity among people and perspectives through exercises that amplify and celebrate different viewpoints and life experiences.

OPEN MINDS

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- ▶ Seek thought leadership, regardless of its location or origin, to support personal and business growth.
- ▶ Engage the whole person through innovative experiences that awaken multiple senses.
- ▶ Challenge peers physically, emotionally and mentally.

DELIVER VALUE

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- ▶ Know the audience and go beyond expectations in planning, marketing and executing the event.
- ▶ Consider every experience as a favorable reflection on YPO and its brand, including thought leadership, diversity, inclusion and confidentiality.
- ▶ Support lifelong learning by challenging mindsets, attitudes and behaviors while respecting individual, geographical and cultural differences.

EXTRAORDINARY RESOURCES

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- ▶ Seek resources with remarkable life experiences and relevant, meaningful expertise.
- ▶ Empower resources to embrace forum protocol and share knowledge openly.
- ▶ Help resources succeed through powerful and varied delivery methods.

THE PROTOCOLS FOR YPO'S SAFE-HAVEN LEARNING BOUNDARIES FOR POTENTIALLY CONTROVERSIAL TOPICS

The following learning boundaries help us protect the safe haven of YPO by respecting individuals' decisions and choices:

- 1.** Telegraph and promote topics in a transparent manner.
 - ▶ For especially controversial topics, bring members from different views together in advance to ensure respect for sensitivities and to plan discussions.
 - ▶ Seek to ensure information shared is based in fact, not opinion. Some considerations to appropriately check facts are: (i) the viewpoint of an objective, disinterested person; (ii) any consensus view on the matter; and (iii) information from reputable, third-party sources.
 - ▶ There are certain topics that have no place in YPO, including topics that: (i) advocate, promote, or glorify physical harm or violence to another person or group of persons; (ii) is a punishable crime in the jurisdiction in which the event or discussion is located; or (iii) would harm YPO's reputation.
- 2.** Ensure that members can opt-in or opt-out of the discussion, and that promotional and related content about the topic are limited to those who have opted-in.
- 3.** Establish a boundary between explanation and learning vs. solicitation and advocacy. YPO favors relationships over transactions between members. Discussions must stop short of soliciting advocacy or action. There should be no statements in the name of YPO expressing a position on legislation, government policies or public officials.
- 4.** Encourage member-to-member idea exchange. Resources may be used to provide background and insights to stimulate discussions.
- 5.** Allow members to decide for themselves. Instead of a single view, well-crafted learning programming enables multiple views, either from resources, from member questions of resources and/or from discussions among members.
- 6.** Express and implement the following to members, participants and resources (before and during the discussion/event).
 - ▶ Explain the purpose of idea exchange and need for diversity in perspectives. Respect and do not disparage the views of others.
 - ▶ Explain perspectives and positions based on one's experience and data developed, instead of based on demeaning the "other side," including gender, culture, ethnicity, nationality, religion, and business industry, type or experience.
 - ▶ Be mindful that ideas expressed are those of individual members and participants, and not of YPO as an organization.
 - ▶ Apply modified forum protocols to ensure the discussion does not extend beyond those who opted-in.
 - ▶ Notify participants to report any abuses or deviations from these protocols to the event champion and/or the management team lead facilitating the event.
- 7.** Violation of these protocols with respect to a YPO sanctioned or affiliated event, experience or interaction by any member shall be a sanctionable offense subject to review by the YPO Audit Committee.