



Making ethics people friendly

VIDEO TRANSCRIPT

Chad Jerdee, General Counsel and Chief Compliance Officer

COBE stands for the Code of Business Ethics, which is a term a lot of companies used. We've actually created a chatbot that we call COBE, taking it out of the technical realm and put it into the human experience realm.

COBE is a tool that people can use to supercharge their thinking on ethics and compliance issues. What most companies have is a 50-page document that their employees stick in a drawer, that's hard to navigate, hard to get real practical answers from. We just need to eliminate all of that and have an interface that gives them answers to questions like "I'm coding an artificial intelligence program and I've questions about how it's going to be used and whether is both lawful and good for the people that it might impact."

What COBE really does is take all of the complexity of getting the information and getting oriented out of the equation and allows people to focus on the human element of thinking through and solving difficult issues.

Accenture has got 400,000 people. That is a lot of future leaders who are going to have a huge impact on the business world going forward. And investing and providing a tool that's simple and easy to use and engaging on important issues like Accenture's role in society and our ethical behavior of our employees is so fundamental. I think we'll have a huge impact on the next generation of leaders as they grow in an increasingly complex world, and I'm very excited about it.