



World Civility Index

One Single Number
for ESG Reporting
on DEI and the Broader Civility

IITTI Team
Dec 30, 2022

The Urgent Needs At Hand

There are plenty of metrics to measure S and G, in terms of ESG (environment, social, governance) for corporate reporting. But unfortunately, the devils are in the details. These current metrics invariably measure something a company can report based on easily available, self-reporting, "lazy" numbers, such as number of females, or visible minorities.

It is a good start. Nonetheless.

The issues with current types of measurement are that:

(1) they are fairly superficial and maybe even dangerous. Think about a company with very few women. For rating companies such as MSCI to give it a low score on diversity could be unfair. Judging based on the symptoms instead of addressing the 'root cause' may do more harm than good.

(2) It does not deal with improving the most critical part in terms of S and G; that is, what is between people's head, the emotional element (or soft skills) such as business etiquette, empathy, and intercultural awareness. In other words, what is lacking is an educational effort on a long-term basis for all employees on raising the corporate culture, where people are respected and feel safe to voice their contributions.

Something that is truly meaningful would need to be participated by all employees, not just the few sustainability managers.

Ideally, the data generated from such educational program should be done by an unbiased, neutral, independent 3rd party. This keeps everybody honest. No more "green washing"!

Fortunately, there is such a thing and is called the IITTI 'World Civility Index', headquartered in Vancouver, Canada since 2011. (IITTI stands for International Soft Skills Standards & Testing.)

So, what is the 'World Civility Index'?

This Index is somewhat similar to a person's credit rating, but instead of measuring how well a person can pay his bills, it measures a person's civility. Qualities like business etiquette, empathy, intercultural awareness.

The concept is that job-seekers can get the credential based on the World Civility Index, as proof, to show to employers everywhere.

From an employer's point of view, they get to raise company culture simply by requesting job-applicants to have this credential, before coming on board.

In addition, having a neutral, third-party measurement for a company's civility level can positively affect their ESG ratings.

In other words, the "Index" can do good for the company culture, raise their ESG rating, and good for society at the same time. Killing three birds in one stone!

How does it work?

Participants get to earn points by reading articles, watching videos or joining activities such as seminars, workshop, and field trips.

Why climate and environmental issues not easily solved?

Let's work backward to the root cause.

Unless citizens learn and appreciate the various environmental issues as the 'E' in ESG, such problems are not easily solved because policy-makers won't be voted into office to solve them.

In turn, if citizens are feeling being harassed, not treated with respect, not treated fairly, or not feeling safe and included at the workplace, it would be hard to think about the “bigger things”, such as environmental issues and climate change.

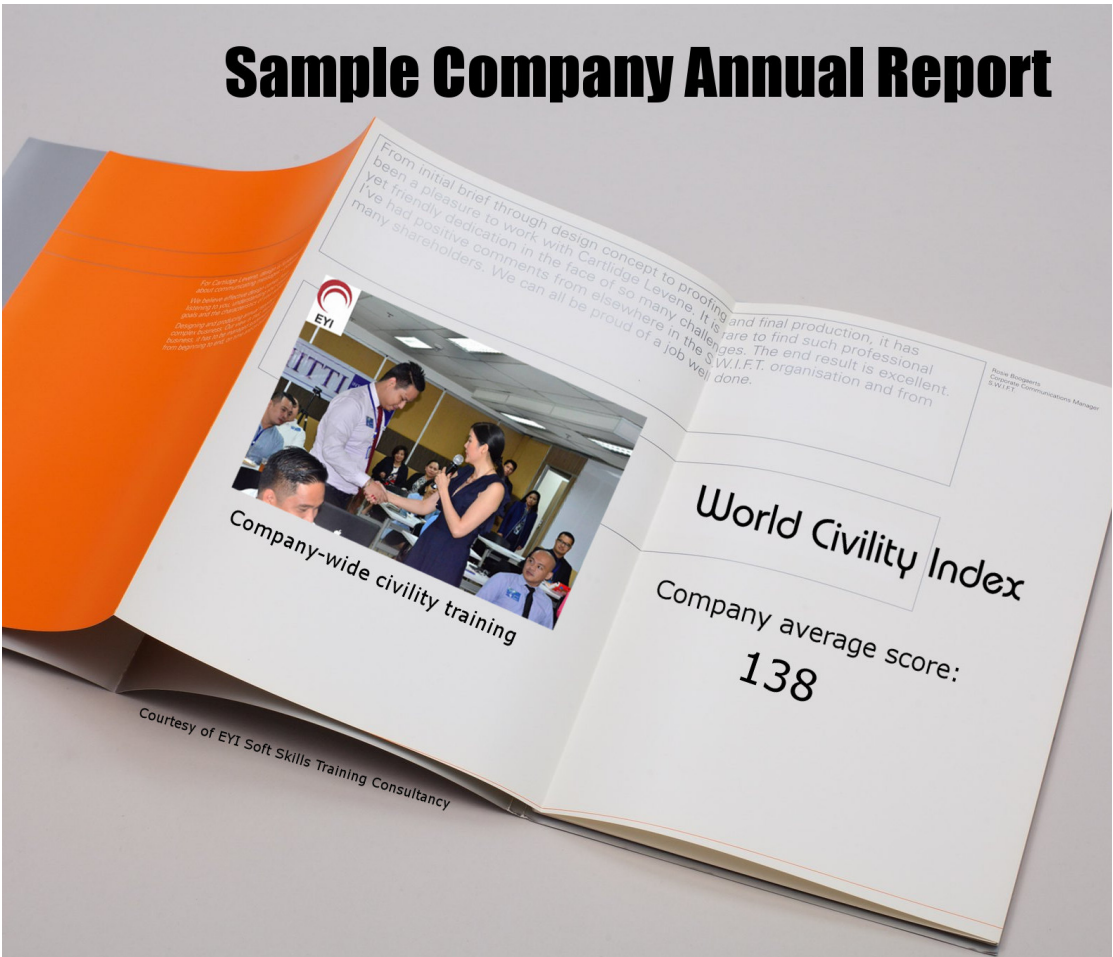
So the root of all problems begins inside our head.

That's why we need to pay attention to the 'S' and 'G' in ESG, as a long-term solution, as they really are dealing with the most important thing in our world -- our emotions!

In a sense, rectifying climate change and environmental degradation are like "fighting fire". The root cause is what is our emotions inside. This is where the corporate world can help in a big way, mobilizing the 'S' and 'G' in ESG where a "civility app" can distribute such awareness as respect, empathy, or intercultural intelligence. When employers demand such, the work force will respond, and by extension, society will respond.

Some people refer to this as civility, others may call this diversity, equity, inclusion (DEI).

When people learn more how to care for each other, the “little things”, we avoid (at least minimize) the many more fires to fight, as in war, famine, financial crisis.



An unbiased, independent, single number to represent corporate culture for ESG reporting

Background Theory

One of the biggest challenges is to take measurements in an uncertain and highly volatile environment. When a multinational asked IITTI cofounder Patrick Chun (before IITTI was founded) if he could help in measuring soft skills, he became fascinated in this challenge. For example, how would one measure business ethics, or empathy, or civility?

In other words, what is the standard of measurement?

Like they say,

*"Without a standard, there is no measurement.
And without measurement, there is no management!"*

That is why although many CEOs say that soft skills are important, there were hardly any major soft skills training in any company.

Goal

So our goal was to find if there was a way to standardize soft skills measurement. Together with soft skills experts from four continents of Asia, North America, South America, and Europe since 2011, Patrick and team formed a non-profit called IITTI to set this standard.

Borrow from Rocket Science

To shoot a rocket straight, the strategy is to take many measurements of wind speed, temperature, angle, etc. along the way. Some of these data could have been affected by noise where some will be too high and some will be too low. That's ok. The trick is to take many measurements over time so that the average and trend can be seen.

So this is Strategy Number 1: ***take many measurements over a long time.***

Borrow from Economics

We also looked into the field of economics as it also faces the difficulty of taking measurements in a chaotic world (think the stock market!) How do they do it? Answer: they use a composite number such as the HDI (Human Development Index) to measure life expectancy, education, income, or for stocks, the Dow Jones Index, Heng Seng Index, etc.

So this is Strategy Number 2: ***create a single number to represent soft skills measurement.***

How to Build Ethics by Dan Ariely

Dan Ariely, behavioral economist at Duke University, said during a TED Talk about moral and ethics that just by the fact that people are thinking about it would improve morality. So in essence if people are exposed to the right kind of message frequently, behavior would improve.

So this is Strategy Number 3: ***expose people frequently to the message.***

How People Learn Behavior by Albert Bandura

Albert Bandura, psychologist at Stanford University, said that most complex human behavior is learned observationally. So a 3-hour lecture on ethics may not do as much as a 5-minute video.

So this is Strategy Number 4: ***Deliver content about complex behavior in videos.***

What IITTI has done

Many of the soft skills training had traditionally been done via classroom activities. But from knowing that the most effective means for learning complex behavior is by watching videos, the IITTI Standard now specifies a "blended learning" approach where some of the more competency-based subject matters (with a yes/no type answer) such as business etiquette are to remain classroom-based with a written exam, and complex behavior subject matters such as civility, empathy, and cultural awareness are video-based (Strategy No. 4: use videos).

To have a frequent delivery, we deliver short 5-minute lessons of articles and videos on a daily basis (Strategy No. 3: frequent) called IITTI **Reading Program**.

To achieve a single-number goal, we developed a composite index called IITTI **World Civility Index** where different IITTI certificates and activities would earn varying number of points (Strategy No. 2: single-number measurement).

For example, for the Reading Program, each lesson will earn the user one (1) World Civility Index point, so over months and years, a person can gradually accumulate many points to build up his/her individual World Civility Index credential to show employers (Strategy No. 1: take many measurements over a long time).

Implementation

Structure of the IITTI Standard:

IITTI Reading Program & Activities

"Softest" Soft Skills

Measures awareness

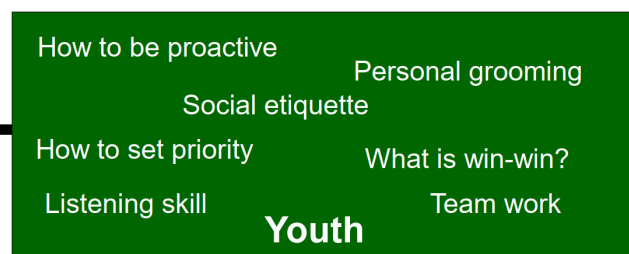
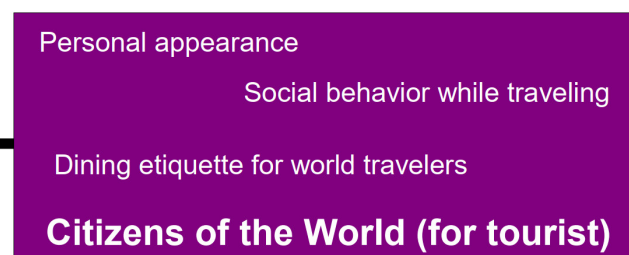
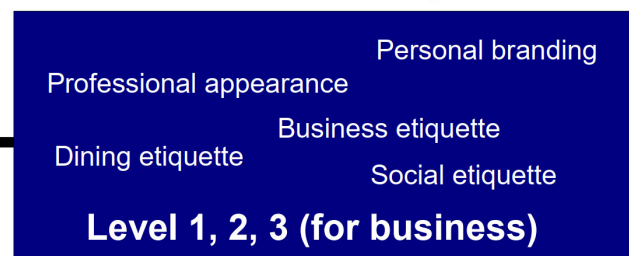


IITTI Online Written Exams

"Hardest" Soft Skills

Measures accuracy

Sep 25, 2021



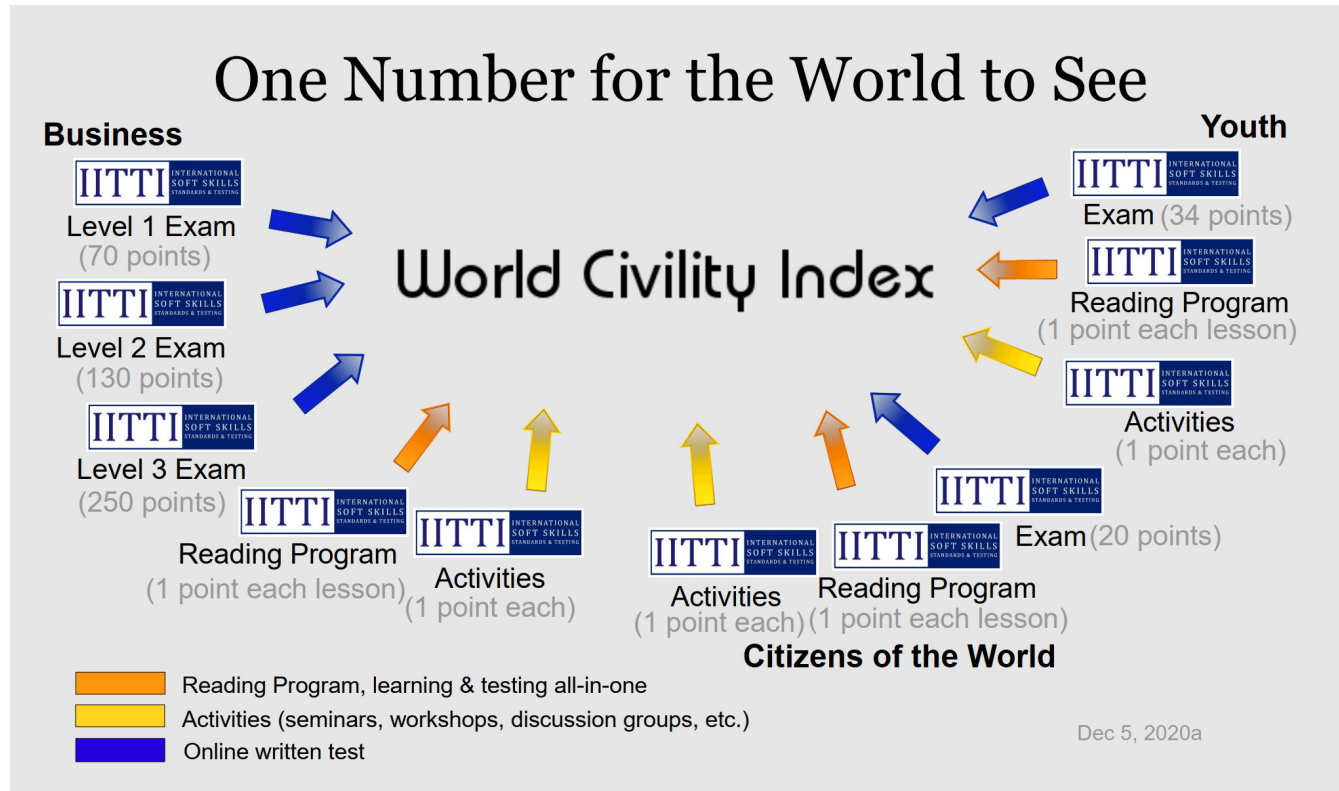
Ref: https://www.IITTI.org/details/structure_en.htm

Biggest Difference between IITTI and predecessors

The biggest breakthrough of this World Civility Index is that it is not just a measurement of accuracy, like math (in our case, business etiquette, professional dress code, for example), but also a measurement of awareness; that is, how much exposure to experiences such as empathy, patience, resilience.

IITTI recognized early on that hard skills such as math and science are an education of the brain, while soft skills such as empathy and resilience are an education of the heart! That's why we measure awareness, not just accuracy.

The point system of World Civility Index:



Ref: https://www.IITTI.org/details/WorldCivilityIndex_whatIs_en.htm

What an individual's World Civility Index credential looks like:


← → ↻ www.iitti.org/show/credential?jyliw1

Home Details ▾ Learners ▾ Trainers ▾ Employers ▾

IITTI INTERNATIONAL
SOFT SKILLS
STANDARDS & TESTING

Show credential

Ms. JIA YIN LIEW



UserID: jyliw1
First name: JIA YIN
Family name: LIEW
Gender: F

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World Civility Index

Certificate: Level 1 – Corporate Basic
Date: Mar05,2013
Language: English

Try it: <https://www.IITTI.org/show/credential?jyliw1>

Team Building

To vet articles and videos for the IITTI Reading Program, we have gathered an international team of soft skills trainers:

Find out who they are at: https://www.IITTI.org/about/ourMembers_en.htm



What is the Reading Program like?

We are continuously identifying partnerships with selected authors around the world to create short articles and videos that qualifies to be part of the IITTI Reading Program. Here is the poster:

5 Ways To Overcome Obstacles In Emotional Intelligence
Do you work for such a place? Your health and wellbeing may be in jeopardy

By David Schneider, Founder and Chief Human Officer, Leadership from the Core



We all experience a certain level of stress in our daily work lives. Some stress actually is good for us – the kind of stress that releases hormones to help us sense danger and prepare us to react against an immediate threat.

But chronic stress is an entirely different story. When excessive, it can be psychologically and physically debilitating and lead to serious illnesses.

According to Dr. Melissa Hughes, a brain expert and author of *Happy Your 400*, chronic stress can literally “kill your brain cells and impede your ability to learn, solve problems, think critically, remember things, and make decisions.”

Stress is especially prevalent and problematic in toxic workplaces where people constantly look over their shoulders and at the clock on the wall for 300 p.m. to arrive.

5 ways you'll know you work in a toxic workplace

In these read cringing, eye-rolling pressure cookers devoid of trust, there are no close, reliable signs that you should be updating your resume to save your soul. Here are five I've researched and witnessed to be prevalent in toxic work cultures the years:

- 1. Gossip.**
Gossip in the workplace is common, but relentless gossip meant to damage a reputation and put a negative spin on things has damaging effects for both the individuals involved and the organization as a whole. Watch for groups of employees actively acting out their unhappiness and chastising fellow peers, management, and company direction.
- 2. Micromanagement.**
In *Going for a Paycheck*, Stanford professor Jeffrey Pfeffer reviewed 238 studies exploring ten common sources of workplace stress, including the health of U.S. workers. One of the top reasons is “low job control,” which is typical in micromanagement environments. Low job control was found to be in the top stressors that led to high mortality rates, doctor-reported illnesses, including depression.
- 3. Appearance-based discrimination.**
In the workplace, the way you look can be more important than the merit of your work to some supervisors and coworkers. A new study conducted by social selling, disclosure company, reveals, documented key insights about appearance-based discrimination, including an indication that women and younger generations are more likely to become a victim of appearance-based discrimination. Nearly one-third of women surveyed admitted to experiencing questionable treatment at work related to how they look.
- 4. 'Social pollution.'**
In his book, Pfeffer references work by professor Maria Chenchalla, who coined the term “social pollution” to describe companies that devalue the wellbeing of their workers, including the family unit as an important source of social support. The toxic fog of social pollution is the cancer of depression and dysfunction to family life, evidenced by long work hours, little or no vacation time, and 24/7 availability for work communication.
- 5. Hypermasculine personality traits.**
In a recent episode of *Love in Action podcast*, Thomas Chamorro-Premucq, professor of business psychology at University College London and at Columbia University, explained in-depth that most of us have a tendency to equate leadership with personality traits statistically more likely to be found in men. The predominant view on men and powerful leaders who typically make trade the confidence with charm, they can later sacrifice as overconfidence, narcissism, and even psychopathy, resulting in potentially dangerous, toxic work cultures.

IITTI INTERNATIONAL SOFT SKILLS STANDARD & TESTING

World Civility Index



One read a day,
improve your
World Civility
Index!



Feb 1, 2020

IITTI-United Nations Sustainable Development



Try earning your own World Civility Index at: [IITTI.org/EYI](https://iitti.org/EYI) First few are free!

Job-Seekers, University Students, Employees



Short Answer: ***Better Career Opportunities through Better Soft Skills***

Longer Answer:

Just knowing your field of work is only the beginning. In order to get a competitive edge, you need to work on your soft skills such as business etiquette, empathy, cultural awareness.

When you have earned points towards your personal 'World Civility Index', you are showing employers that you are aware of the importance of soft skills in the work place, and that you can contribute to building a **great company culture** where you work.

Most importantly, it shows that you have taken the time, energy and money to learn about good corporate etiquette. It shows that you care about people and business relationships. It **shows initiative**.

Oh, one other thing:



Employers

Ask new hires to have World Civility Index credential

Improve your '**employer branding**' by adding an extra line in your job ads stating you prefer applicants with the IITTI credential.

This simple one-line can help you pre-screen and attract job applicants who already understand the importance of soft skills.

Zero cost, and can be done today!

Ask new hires for their “World Civility Index”

One extra line in your job ad:

Preference will be given to those with



World Civility Index credential.

- **Zero cost**
- **Better new hires**
- **Better culture**

A screenshot of a web browser showing the IITTI 'Show credential' page. The browser's address bar displays 'www.iitti.org/showcredential?yliew1'. The page has a navigation bar with links: Home, Details, Learners, Trainers, and Employers (which is highlighted in yellow). Below the navigation bar is the IITTI logo and the text 'Show credential'. The name 'Ms. JIA YIN LIEW' is displayed. To the left is a portrait photo of a woman with long dark hair. To the right of the photo, the text reads: 'UserID: jyliew1', 'First name: JIA YIN', 'Family name: LIEW', 'Gender: F', and '70 World Civility Index'. At the bottom left of the photo, it says 'Certificate: Level 1 -- Corporate Basic', 'Date: Mar05,2013', and 'Language: English'.



Details: www.IITTI.org/123

Details: <https://www.IITTI.org/123>

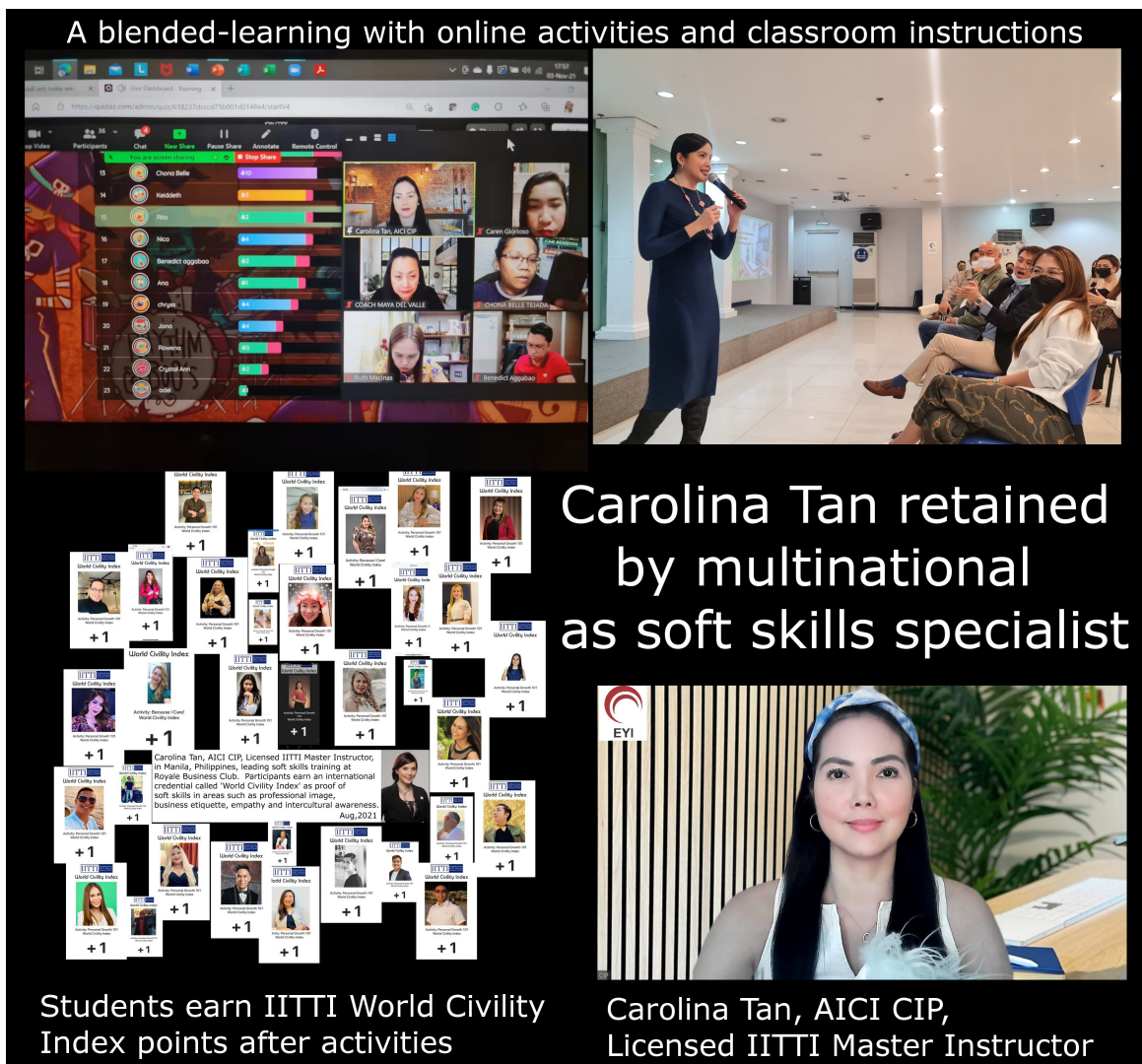
How can job-seekers and employees earn World Civility Index points?

Path #1. For the "softest" soft skills such as empathy, resilience, and emotional awareness, there are the IITTI Reading Program & Activities. Watch our social media for activities. The Reading Program consists of a 5-minute article or video each day which earns the subscriber one (1) World Civility Index point. Try earning your own World Civility Index at:

[IITTI.org/EYI](https://iitti.org/EYI)

First few are free!

A blended-learning with online activities and classroom instructions



Carolina Tan retained by multinational as soft skills specialist

Students earn IITTI World Civility Index points after activities

Carolina Tan, AICI CIP, Licensed IITTI Master Instructor

Example of IITTI Reading Program and Activities, with Trainer Carolina Tan, Manila, Philippines, 2021

Path #2. For the "hardest" soft skills where there are definite right/wrong answers, there are the IITTI online exams. For example, there are thousands of people around the world who have written the IITTI Business 'Level 1' exams. It has 50 questions on professional image such as dress code, business communication such as networking, and dining etiquette such as where your most important guests should sit. The IITTI Business 'Level 1' earns each successful exam candidate 70 World Civility Index points.



Example of IITTI Exam, Ecuador 2018

A study between countries

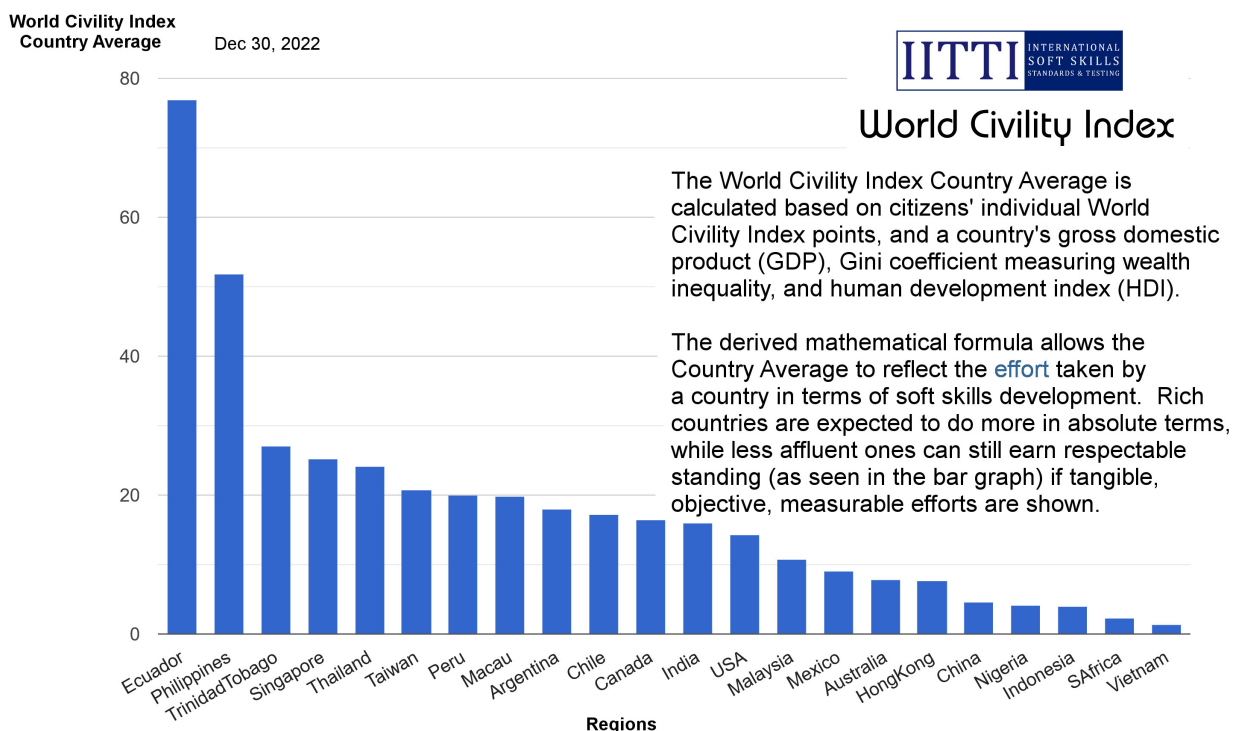
Starting in 2022, IITTI embarked on a worldwide study between countries in measuring the efforts shown in cultivating their citizens in soft skills. We call this:

World Civility Index Country Average

If we see the soft skills/emotional state of a country's citizens as the root cause of social issues, be it diversity, discrimination, hate, or climate change, then a standardized measurement allows a country to make the appropriate policy to encourage families, companies, NGOs, and government departments to take up long-term cultivation programs.

The World Civility Index Country Average is calculated based on citizens' individual World Civility Index points, and a country's gross domestic product (GDP), Gini coefficient measuring wealth inequality, and human development index (HDI).

The derived mathematical formula allows the Country Average to reflect the effort taken by a country in terms of soft skills development. Rich countries are expected to do more in absolute terms, while less affluent ones can still earn respectable standing (as seen in the bar graph) if tangible, objective, measurable efforts are shown.



Bar graph generated via rapidtables.com and forms part of the IITTI World Civility Index whitepaper

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