



**TECNOLÓGICO  
DE MONTERREY®**

**INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY**  
**CAMPUS CIUDAD DE MÉXICO**

*¿Cómo fue LEGO afectado ante el Covid-19?*

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### **CODE OF ETHICS, APPLIED IN OUR SITUATION**

Aiming for both sides, consumer and inner company operations are key to have success in nowadays business world. While doing this project we found some key aspects that if applied by the company we analyzed, LEGO. They will have better results on their cash flows and overall the impact they have on society. we saw drastic changes in their operations due to the pandemic but What could they have done better?

When talking about the products, we need to meet the best standards in order to ensure the respective sales of the products, also taking into account possible modifications that can be made in order to have a better presence in the consumer.

Making modifications has only one purpose, find a much better adaptation in consumer behavior, companies must take into account what the consumer is not liking, in order to adapt it in the best way possible. CHECK EVERY STANDARD, of course having environmental changes that mitigate the presence of your product also need the companies (LEGO) attention.

The code says and explains how every member should maintain great chemistry in the team, helping each other in order to boost operations. Having a great inner environment will drastically impact product development and customer satisfaction.

To ensure we have the best results possible we need to have a good work environment and for this, we need to know how to do teamwork, this includes being respectful, fair and supportive among us.

Having segmented work zones is key, everyone has a skill and so must be protected, operations will be boosted while the company maintains very distinguishable working zones. Members must feel comfortable with their position and the task they are doing.

An ethical approach is important, the code explains how engineers need to aim for the wellness of people, inside and outside the company. Products must build a better society, of course giving satisfaction but with a great ethical background

Mario Borghino explains how it is important to stop renovation stuff, he says how software engineers need to focus on INNOVATION AND REINVENTION rather than just keeping the same ideas and products all the time, great evaluation and innovation is needed, always adapting with ethics and empathizing with your consumer.

***REFERENCES:***

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