

UNIVERSAL ETHICAL PRINCIPLES



HONESTY BE HONEST IN ALL COMMUNICATIONS AND ACTIONS

Be truthful, sincere, forthright, straightforward, frank, and candid; do not cheat, steal, lie, deceive, or act deviously.

INTEGRITY MAINTAIN CONSISTENCY BETWEEN THOUGHTS, WORDS AND ACTIONS

Be principled, honorable, upright, courageous and act on convictions; do not be two-faced or unscrupulous or adopt an end-justifies-the-means philosophy that ignores principle.

PROMISE-KEEPING KEEP PROMISES AND FULFILL COMMITMENTS

Be worthy of trust, keep promises, fulfill commitments, abide by the spirit as well as the letter of an agreement; do not interpret agreements in a technical or legalistic manner in order to rationalize noncompliance or create excuses for breaking commitments.

FIDELITY BE LOYAL TO YOUR PEOPLE AND YOUR ORGANIZATION

Be faithful and loyal to family, friends, employers, and country; do not use or disclose information learned in confidence; in a professional context, safeguard the ability to make independent professional judgments by scrupulously avoiding undue influences and conflicts of interest. Never confuse loyalty with an excuse for unprincipled conduct.

FAIRNESS STRIVE TO BE FAIR AND JUST IN ALL DEALINGS

Be fair and open-minded, be willing to admit error and, where appropriate, change positions and beliefs, demonstrate a commitment to justice, the equal treatment of individuals, and tolerance for diversity; do not overreach or take undue advantage of another's mistakes or adversities.

CARE FOR OTHERS DEMONSTRATE COMPASSION AND A GENUINE CONCERN FOR THE WELL-BEING OF OTHERS

Be caring, compassionate, benevolent and kind. Share. Be giving and serve others; help those in need and avoid harming others.

RESPECT OTHERS TREAT OTHERS THE WAY YOU WANT TO BE TREATED

Demonstrate respect for human dignity, privacy, and the right to self-determination of all people; be courteous, prompt, and decent; provide others with the information they need to make informed decisions about their own lives; do not patronize, embarrass or demean.

RESPONSIBLE CITIZENSHIP OBEY JUST LAWS

If a law is unjust, openly protest it. Exercise all democratic rights and privileges responsibly by participation (voting and expressing informed views), social consciousness and public service; when in a position of leadership or authority, openly respect and honor democratic processes of decision making, avoid unnecessary secrecy or concealment of information, and assure that others have the information.

COMMITMENT TO EXCELLENCE PURSUE EXCELLENCE IN ALL MATTERS

In meeting personal and professional responsibilities, be diligent, reliable, industrious, and committed; perform all tasks to the best of your ability, develop and maintain a high degree of competence, be well informed and well prepared; do not be content with mediocrity but do not seek to win "at any cost."

ACCOUNTABILITY BE ACCOUNTABLE

Be accountable; accept responsibility for decisions and the foreseeable consequences of actions and inactions, and for setting an example for others. Parents, teachers, employers, many professionals and public officials have a special obligation to lead by example; to safeguard and advance the integrity and reputation of their families, companies, professions, and the government; avoid even the appearance of impropriety and take whatever actions are necessary to correct or prevent inappropriate conduct of others.

LEADERSHIP EXEMPLIFY HONOR AND ETHICS

Be conscious of the responsibilities and opportunities in leadership and seek to be a positive ethical role model in conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.