

Honesty and Ethics ... The Competitive Edge!!

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October 28, 2008

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“The good I stand on is my truth and honesty”

-- William Shakespeare,
Henry VIII

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Why does a *Consultant* need to be concerned about Honest and Ethical behavior?

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Who will be impacted if I or one of my associates are not totally Honest and Ethical in the way we conduct business with our Clients?

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Who will be impacted?

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Consultant Ethics Quiz

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What is the difference between?

- **Honest Behavior**
- **Code of Ethics/Conduct**
- **Personal Values**

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“No man has a good enough memory to be a successful liar.”

-- Abraham Lincoln

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What is Honest Behavior

- **Setting realistic expectations**
- **Meeting commitments**
- **Deliver what you said you would when you said you would**
- **Clarifying misunderstandings**
- **Do not “sugar coat” real issues ... confront the truth**

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Why is it tough to be Honest?

- Honesty is not always black and white
- Fear
- Can create a defensive environment with client

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“If you tell the truth, you never have to remember anything.”
-- Mark Twain

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IMC Code of Conduct and Professional Conduct

- Commitment to Clients
- Commitment to Fiscal Integrity
- Commitment to the Public and the Profession

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IMC Code of Conduct and Professional Conduct

- How many sections in the Code?
- Consulting Ethics Quiz...would you answer any of the questions differently?
- Why have we seen so many Ethical and Integrity violations in the past 8-10 years?

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Code of Ethics/Conduct

- Is only as good as the Consultants who practice and live by the code
- Behaviors not words make a Code of Ethics/Conduct effective—Build Trust!
- Do not only use the Code as a checklist...support it with your behavior

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Ethics breakdown when

- Consultants do not know how to act when confronted with the unknown
- Consultants and Clients are faced with a gray area when interpreting a difficult situation
- When decisions are not clearly “right” or “wrong”

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Personal Values/Platform of Integrity

- Can you articulate your values as a Consultant to your clients?
- Have you ever questioned your own Personal Platform of Integrity?
- What are the elements of a Platform of Integrity?
- Why is my personal set of values so important?

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Developing your own platform

- What is your set of guiding moral principals or values?
- Can you define them for others?
- What are your principles of conduct and behaviors that govern your behavior when faced with a tough ethical "gray" area?
- Do you have a guiding philosophy?

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Platform of Integrity

- It all comes back to us as individuals. If ethics and values are the codes by which we should conduct ourselves, then integrity is the firm adherence to those codes. Create a personal Platform of integrity that works for you.

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Platform of Integrity--Exercise

Create a personal Platform of integrity that works for you.

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The Key is you!!

You are the one who builds the trust and proves your integrity with clients...it is the "Competitive Edge"!!

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Thank you!!

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