

Ethics Awareness Month 2007
Core Ethical Values

1. **Honesty** – Honesty is the cornerstone of ethical behavior, because it means:
 - a. Telling the entire truth
 - b. Always being candid, trustworthy, and straightforward in a situation of trust
 - c. Taking care not to deceive others, either by what is said or what is not said
 - d. Making sure others receive all that they are entitled to, and not accepting things not entitled to.
2. **Integrity** – the quality of possessing and steadfastly adhering to high moral principles or professional standards. Similar to honesty, but carries with it the connotations of being incorruptible no matter what.
3. **Responsibility** – to be reliable and trustworthy.
4. **Respect & Caring for Others** – a commitment to carry out responsibilities with an understanding of, and a consideration of the needs of others. (Put others first)
5. **Promise-Keeping, trustworthiness & fairness** – the underlying strength of a promise is the performance
6. **Courage** – it takes courage to stand up for principle and do the right thing – especially when society is telling you otherwise.

Source: Ethics at Work, Pictorial, 1997