Ethics and Behaviours

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Ethics Definition

Ethics is a system of moral principles

They affect how people make decisions and lead their lives. Ethics is concerned with what is good for individuals and society and is also described as moral philosophy. Ethical considerations:

- how to live a good life
- our rights and responsibilities
- the language of right and wrong
- moral decisions what is good and bad?

Building **trust** is part of what is required to maintain good **ethics**. **Ethical** behavior and choices help build **trust**. High **trust** environments encourage better **ethics**. When **trust** is lost, people are less likely to uphold the organisation's **ethics**

Ethics and Behaviours

To find out more about careers at PwC go to https://www.pwc.co.uk/careers/experienced-careers.html

(Source Pages 3-7: David Maister - The Trusted Advisor)

The Trust Equation Ethics and Behaviours



The Trust Equation Credibility





1. Establish Credibility

2. Maintain Credibility

The Trust Equation Reliability

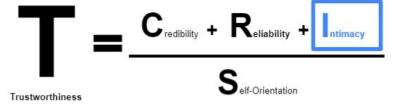




• Consistency of our actions

• Our actions' connection with our words (integrity)

The Trust Equation Intimacy





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The Trust Equation Self-orientation





Client Centricity - our needs or the clients?

7 Top Tips

- 1. Bring your best self and work to the highest standards of integrity
- 2. Always question whether you are acting in the client's best interests
- 3. Regularly consider whether you have the balance right between professional, business and your personal ethics and purpose
- 4. Constantly consider conflicts your own, your clients as a business and as individuals
- 5. Consider the use of your relationships in a professional versus a personal context
- 6. Walk the line between inside and outside
- 7. Stay on top of rules and regulations in any jurisdiction within which you work

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Thank you

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