

# 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**

# The Trust Equation

## Ethics and Behaviours

$$\text{Trustworthiness} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}}$$

The diagram illustrates the Trust Equation as a mathematical formula. On the left, a large black letter 'T' is positioned above the word 'Trustworthiness'. To its right is an equals sign. Further right is a horizontal line representing a denominator. Below this line is the word 'Self-Orientation' in teal. Above the line are three terms: 'Credibility' (with a red 'C'), 'Reliability' (with an orange 'R'), and 'Intimacy' (with a blue 'I'). Each term is preceded by a plus sign, and the entire numerator is positioned above the denominator line.

# The Trust Equation

## Credibility



$$\text{T}_{\text{Trustworthiness}} = \frac{\text{C}_{\text{credibility}} + \text{R}_{\text{reliability}} + \text{I}_{\text{intimacy}}}{\text{S}_{\text{self-Orientation}}}$$

1. Establish Credibility
2. Maintain Credibility

# The Trust Equation

## Reliability

$$\text{T}_{\text{Trustworthiness}} = \frac{\text{C}_{\text{redibility}} + \text{R}_{\text{eliability}} + \text{I}_{\text{ntimacy}}}{\text{S}_{\text{elf-Orientation}}}$$



- Consistency of our actions
- Our actions' connection with our words (integrity)

# The Trust Equation

## Intimacy

$$\text{Trustworthiness} = \frac{\text{C}_{\text{redibility}} + \text{R}_{\text{eliability}} + \text{I}_{\text{ntimacy}}}{\text{S}_{\text{elf-Orientation}}}$$



- Sharing
- Team Player
- Going native

# The Trust Equation

## Self-orientation

$$\text{Trustworthiness} = \frac{\text{C}_{\text{redibility}} + \text{R}_{\text{eliability}} + \text{I}_{\text{ntimacy}}}{\text{S}_{\text{elf-Orientation}}}$$



**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



# Thank you

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