

FIVE RULES FOR ETHICAL BEHAVIOR

1. Consider the needs of others, not just your own. Remember that you have to give to get, and that life is better when you live it as a win/win process.
2. Never forget just who you and your organization are. You are part of the community and a thread in the fabric of society. Don't do those things that common sense will tell you will cause it to unravel.
3. Obey rules, laws, and cultural standards, or get them changed. Remember, however, that you can be unethical without breaking the law. Use common sense and assess the potential damage of an unethical act or the violation of moral standards in advance. Violations are not worth it in the long run.
4. Test your thinking frequently. Ask yourself, "Is this the right thing to do? Is it fair? Is it honest? Is there a better way?"
5. Don't lose your objectivity. This is a simple statement, but a tough order. What is right, what is fair, and what is in your best interest may be different things. Be sure you put your biases aside and look at all aspects of the issue.

