



INTEGER WEALTH GLOBAL

Integer Wealth Global Business Ethics

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Integer Wealth Global prides itself on the integrity of its members, associates, partners, staff and management and follow the principles within this document with enthusiasm.

Whether you work for a small business or a major corporation, following ethical principles matters.

The most recent lesson on the importance of business ethics came with the Wall Street collapse, as once highly esteemed financial institutions made headlines for their bad choices and questionable behaviour.

While businesses must meet economic expectations, they also have ethical responsibilities. Everyone, from the bottom to the top of the organizational chart, must take care to meet these responsibilities.

According to Dr Jill Young, an instructor in South University's College of Business, stated that integrity is the most important ethical concept because it covers such a broad area. *"If you act with integrity, ethical behaviour is just a natural progression,"* she says. *"Those who have integrity are guided by a set of core principles that influences their decisions and behaviours."*

People with integrity value other principles, including honesty, respect, personal responsibility, compassion, and dependability. These qualities are integrated into the 'Six Pillars of Character' offered by the Josephson Institute, a non-profit organization that develops and delivers services and materials to increase ethical commitment.

The pillars are:

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Caring
- Citizenship

"The overriding principle that you have as an individual is you have to make the right decision," says Rich Jarc, executive director of the Josephson Institute. *"That is sometimes very difficult because a decision may be easier, but it is not right. So, it takes more of a personal challenge to make the right decision."*

Jarc says making the right decision can also be difficult when it calls for the employee to look beyond the scope of their current duties.

"So, what is the right thing to do.? It depends on the responsibility the executive has," he states. *"Most of us know what has been assigned to us and if we see something beyond that scope, it can tell us it's time to bring it to someone else's attention."*



“If you look at any profession, if you ignore something that is wrong, it could end up being a big problem,” Jarc adds.

Young says one of the ethical concepts in business that she highlights in her ‘Business Ethics’ courses is the importance of executive leadership support of ethical practices within organizations.

“If it does not come from the top leadership, it will not permeate through the rest of the organization,” she states. “Employees look to their top leaders for the behaviours they are expected to model.”

“The main point I want to emphasize to my students is that ethical business practices are not necessarily the most profitable methods in the short term, but they are essential for long-term organisational survival,” Young continues.

However, behaving in an ethical manner can create positive business results. A business environment that promotes and upholds strong values is usually a happier and more productive workplace, Jarc says, and customers receive good service, so they keep coming back.

In addition to work behaviour, Jarc believes that ethical principles should guide our personal and professional lives.

“Being ethical requires looking at universal values and that is the decision matrix people can use in their business and personal lives,” Jarc says.

Business Ethics for Executives

In addition to the Six Pillars of Character, the Josephson Institute offers ‘12 Ethical Principles for Business Executives’

These are:

1. Honesty
2. Integrity
3. Promise-Keeping & Trustworthiness
4. Loyalty
5. Fairness
6. Concern for Others
7. Respect for Others
8. Law Abiding
9. Commitment to Excellence
10. Leadership
11. Reputation & Morale
12. Accountability

Ethical values, translated into active language establishing standards or rules describing the kind of behaviour an ethical person should and should not engage in, are ethical principles.

The following list of principles incorporate the characteristics and values that most people associate with ethical behaviour.



1. Honesty

Ethical executives are honest and truthful in all their dealings and they do not deliberately mislead or deceive others by misrepresentations, overstatements, partial truths, selective omissions, or any other means.

2. Integrity

Ethical executives demonstrate personal integrity and the courage of their convictions by doing what they think is right even when there is great pressure to do otherwise; they are principled, honourable and upright. They will fight for their beliefs. They will not sacrifice principle for expediency, be hypocritical, or unscrupulous.

3. Promise-Keeping & Trustworthiness

Ethical executives are worthy of trust. They are candid and forthcoming in supplying relevant information and correcting misapprehensions of fact, and they make every reasonable effort to fulfil the letter and spirit of their promises and commitments. They do not interpret agreements in an unreasonably technical or legalistic manner in order to rationalize non-compliance or create justifications for escaping their commitments.

4. Loyalty

Ethical executives are worthy of trust, demonstrate fidelity and loyalty to persons and institutions by friendship in adversity, support and devotion to duty; they do not use or disclose information learned in confidence for personal advantage. They safeguard the ability to make independent professional judgments by scrupulously avoiding undue influences and conflicts of interest. They are loyal to their companies and colleagues and if they decide to accept other employment, they provide reasonable notice, respect the proprietary information of their former employer, and refuse to engage in any activities that take undue advantage of their previous positions.

5. Fairness

Ethical executives are fair and just in all dealings. They do not exercise power arbitrarily, and do not use overreaching nor indecent means to gain or maintain any advantage nor take undue advantage of another's mistakes or difficulties. Fair persons manifest a commitment to justice, the equal treatment of individuals, tolerance for and acceptance of diversity, they are open-minded, and they are willing to admit they are wrong and, where appropriate, change their positions and beliefs.

6. Concern for Others.

Ethical executives are caring, compassionate, benevolent and kind. They like the 'Golden Rule': 'Help those in need and seek to accomplish their business objectives in a manner that causes the least harm and the greatest positive good.'

7. Respect for Others

Ethical executives demonstrate respect for the human dignity, autonomy, privacy, rights, and interests of all those who have a stake in their decisions; they are courteous and treat all people with equal respect and dignity regardless of sex, race or national origin.



8. Law Abiding.

Ethical executives abide by laws, rules and regulations relating to their business activities.

9. Commitment to Excellence

Ethical executives pursue excellence in performing their duties, are well informed and prepared, and constantly endeavour to increase their proficiency in all areas of responsibility.

10. Leadership

Ethical executives are conscious of the responsibilities and opportunities of their position of leadership and seek to be positive ethical role models by their own conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.

11. Reputation and Morale

Ethical executives seek to protect and build the company's good reputation and the morale of its employees by engaging in no conduct that might undermine respect and by taking whatever actions are necessary to correct or prevent inappropriate conduct of others.

12. Accountability

Ethical executives acknowledge and accept personal accountability for the ethical quality of their decisions and omissions to themselves, their colleagues, their companies, and their communities.

