



## **CODE OF ETHICS**

Our company has been founded in 2009 out of passion and dedication toward management and leadership. We aspire to transmit superior leadership and management capabilities to practitioners involved in people development and in leadership.

We believe that good stewardship will lead to development and progress on a wider scale.

Whatever your vocation, regardless of your sector or position - you will be called upon to make decisions. Knowing that conflict of interest is a substantial element in our day-to-day existence, we encourage freedom of choice and promote sustainability in choice-making. By sustainability we mean that decisions should be made in the most optimum way and by taking a wider perspective than one's own judgment.

Our ethical identity and business philosophy builds on core elements such as respect, integrity, honesty and trust.

### **Respect**

We recognize differences and diversity, regardless of cultural, personal, professional, age, gender, race, national origin, religion and social status origin. We do not apply any discriminatory or prejudice behaviour. We encourage equal opportunity.

### **Integrity**

We apply integrity from inception throughout the work with our clients and customers. We never mislead our clients and customers when portraying our services, expertise, education or skills competence. We strive for continuous development.

### **Honesty**

During all phases of client engagement, we encourage open, interactive, and dialogue within the relationship. We recognize that such relationships cannot be built without a true 'win-win' situation. We will do our utmost to grant such honest spirit within relationships.

### **Trust**

Trust is also a key ingredient to achieve high-performance and lasting relationships. Furthermore, it is a product of reciprocal sensitivity in a relationship, especially when dealing with confidential, personal or professional issues.