

# Ethics at work

## A guide to marketing communications' grey areas

- 1 Stand up for what you believe is right.**  
Be open-minded and receptive. If something's wrong, try to resolve it. Let a well-informed conscience be your guide.
- 2 Honour all agreements.**  
Agreements are expressions of trust. Honour all promises – written or spoken – to clients, colleagues and suppliers. Respect confidentiality.
- 3 Don't break the law. Don't bend the law.**  
Think beyond legal argument to moral argument – the spirit of the law. Don't stretch the truth. Don't look for loopholes.
- 4 Respect all people.**  
No stereotypes please. Individuals should be understood, not portrayed in a way that could bring disrespect. Use humour, but avoid cheap shots.
- 5 Strive for excellence in everything you do.**  
Create an open, trusting environment with colleagues, clients and suppliers. Raise the standards of creativity and professionalism.
- 6 Give clients your best advice, without fear or favour.**  
Act in your clients' best interests. Tell them what they need to know, not what you think they want to hear.
- 7 Look after your colleagues.**  
Responsibility is a two-way street. Look for the best in one another, acknowledge it, and reward it. Leave room for fun, family and friends.
- 8 Compete fairly.**  
Be honest in commenting on competitors and our industry. No dirty tricks in new business. No misrepresentation of the capabilities of your business.
- 9 Think before you act.**  
The best decisions are informed decisions. Think before you act. Will this action connect with your personal sense of what is right or wrong? if you stand for nothing, you'll fall for anything
- 10 Be honest.**  
This can be tough. Be honest without being brutal. Be true to yourself. Recognise the trust placed in you, your company and the marketing communications industry, then act accordingly.

**If you stand for nothing, you'll fall for anything**