



LEADING
INCONTEXT[®]

Code of Conduct

9/19/13



Mission

Leading in Context LLC provides clear tools for businesses of all sizes for understanding and implementing “ethical leadership future.”

Our proactive leadership tools help leaders *Unleash the Positive Power of Ethical Leadership™* and bring out the best in people, organizations and communities.



Functions That Support This Mission Include:

- Designing and publishing learning tools for proactive ethical leadership in a global society
- Informing leaders about the benefits of proactive ethical leadership to organizational performance
- Helping leaders learn to implement the ethical leadership framework detailed in Linda Fisher Thornton's book *7 Lenses* through delivering Webinars, Training Programs, Video Subscription Series and other means



Functions That Support This Mission Include (Cont'd)

- Helping businesses align their leadership performance systems in ways that provide a consistent message and encourage proactive ethical leadership
- Facilitating leader retreats and other important conversations

Using Ethical Behavior

Leading in Context LLC seeks to help leaders use these behaviors, and as such, seeks to model them in daily practice:

Respecting People and Differences

- Focusing on defining positive, proactive ethical behaviors
- Avoiding blaming, labeling and judging
- Being open to the points of view of others





Respecting the Environment

- Seeking environmentally responsible options when choosing supplies and managing resources
- Choosing paper products that are sustainably harvested and/or partly or fully recycled
- Recycling shredded paper
- Whenever possible to meet current business requirements, choosing equipment that carries an energy efficient designation

Using Responsible Business Practices

- Obeying laws and regulations
- Being conscientious and competent and operating with integrity
- Working in ways that build trust
- Avoiding conflicts of interest
- Avoiding false advertising and misleading claims
- Working in ways that honor and enhance the fields in which we work





Continuously Improving

- Continually learning and improving in order to better serve the business mission and enhance the client experience

Collaboration partners must be willing to operate in ways that allow Leading in Context LLC to abide by this Code of Ethics.

Leading in Context LLC

September 19, 2013

<http://leadingincontext.com>