



Act in a way that promotes trust in the profession

Act in a manner, both in your professional life and private life, to promote you, your firm or the organisation you work for in a professional and positive way. This is one of our five professional and ethical standards.

This standard includes, but is not limited to, the following behaviours or actions:

- Promoting what you and the profession stand for - the highest standards globally
- Understanding that being a professional is more than just about how you behave at work; it's also about how you behave in your private life
- Understanding how your actions affect others and the environment and, if appropriate, questioning or amending that behaviour
- Fulfilling your obligations. Doing what you say you will
- Always trying to meet the spirit of your professional standards and not just the letter of the standards

Some of the key questions that you could ask yourself include:

- Do my actions promote the profession in the best light possible?
- What is the best way for me to promote trust in myself, my firm and the profession?
- Do I explain and promote the benefits, the checks and balances that exist with the professional services that I provide?