

# 10 ETHICAL PRINCIPLES



**1 HONESTY**  
*telling the truth*

**2 INTEGRITY**  
*doing the right thing*

**3 PROMISE-KEEPING**  
*doing what you say  
you are going to do*

**4 LOYALTY**  
*supporting someone  
or something*

**5 CONCERN FOR OTHERS**  
*caring for and helping others*

**6 LAW-ABIDANCE/  
CIVIC DUTY**  
*obeying rules and laws/  
making the world a better place*

**7 RESPECT FOR OTHERS**  
*being polite and kind  
to everyone and everything*

**8 FAIRNESS**  
*treating everyone equally*

**9 PURSUIT OF EXCELLENCE**  
*doing everything the best you can;  
looking for ways to improve*

**10 ACCOUNTABILITY**  
*admitting to what you do wrong,  
and taking pride in what you do right*

