# FAIR TREATMENT

- A business can define ethical behavior by outlining what it considers fair and just treatment of employees and customers.

- This includes goodwill among coworkers and toward customers, a willingness to give back to the community and the self-control to avoid situations where unethical behavior could occur.

- When employees understand how a company defines business ethical values, they become more likely to comply with corporate policies and management decisions.

# Acting with Integrity

- A company that defines business ethical values as a core element of a corporate culture encourages employees to perform their job responsibilities accordingly.

- This often involves doing what's right for the business, without regard to personal outcomes or ulterior motives

# Dealing with Unethical Business Values

- Many poor personal and professional decisions are based on a rationalization of the ethics involved.

- Truly defining business ethical values in a workplace environment involves following examples of ethical behavior and fair treatment, starting from management and trickling down.

PROFESSIONAL VALUES