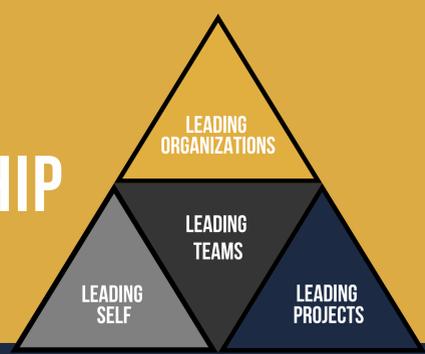


THE LEADER'S GUIDE TO ETHICAL LEADERSHIP

TURNING VALUES INTO VISIBLE ACTION



“Values aren’t values until they cost you something.”

Ethical leadership means doing the right thing when it’s inconvenient. It’s not a slogan—it’s consistent action that builds trust and performance.

ETHICAL LEADERSHIP = CHARACTER + COMPETENCE

CHARACTER:
INTEGRITY, CARE, HUMILITY

COMPETENCE:
STANDARDS, MODELING, FAIR ENFORCEMENT

WHY ETHICAL LEADERSHIP MATTERS

WHEN TRUST IS *HIGH*



people speak up, share real data, and take smart risks.

WHEN TRUST IS *LOW*



silence, delay, and costly surprises follow.

PRACTICE ETHICAL LEADERSHIP NOW

List Non-Negotiables

1-page principles you won’t trade (e.g., honesty, safety, fairness).

Publish Decision Rights

Clarify who decides what and how it is documented and shared with the team.

Design Fair Incentives

Reward what was achieved and how.

Make Truth Easy to Find

Keep transparent decision logs and review dates.

Protect Messengers

Enforce no-retaliation and thank those who raise risks.

Respond with Curiosity First

Ask “what failed?” before “who failed?”

Train with Real Scenarios

Short, relatable ethics drills beat long lectures.

Keep Commitments Visible

Track actions and owners publicly.

Use Two-Way Channels

Promote the use of alternative ways to escalate an issue.

Set Review Cadences

Add “Promises Kept” and “Ethics Review” to regular meetings.

For more insights on Leadership, Communication, and Coaching follow us or reach out for more information.

