

Treat others with respect

Treat everyone with courtesy, politeness and respect and consider cultural sensitivities and business practices.

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

- Always being courteous, polite and considerate to clients, potential clients and everyone else you come into contact with.
- Never discriminate against anyone for whatever reason. Always ensure that issues of race, gender, sexual orientation, age, size, religion, country of origin or disability have no place in the way you deal with other people or do business.
- As much as you are able, encourage the firm or organisation you work for to put the fair and respectful treatment of clients at the centre of its business culture.

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

- Would I allow my behaviour or the way I make my decisions to be publicly scrutinised? If not, why not? If so, what would the public think?
- Are my personal feelings, views, prejudices or preferences influencing my business decisions?
- How would I feel if somebody treated me this way?
- Do I treat each person as an individual?