



# *Joining Forces: Collaboration and Leadership for Sustainability*

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# Joining Forces: Collaboration and Leadership for Sustainability

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# **What is ethical behaviour?**

- Honesty
- Fairness
- Equality
- Dignity
- Diversity
- Individual rights
- Respect

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# **Where does ethical behaviour come from?**

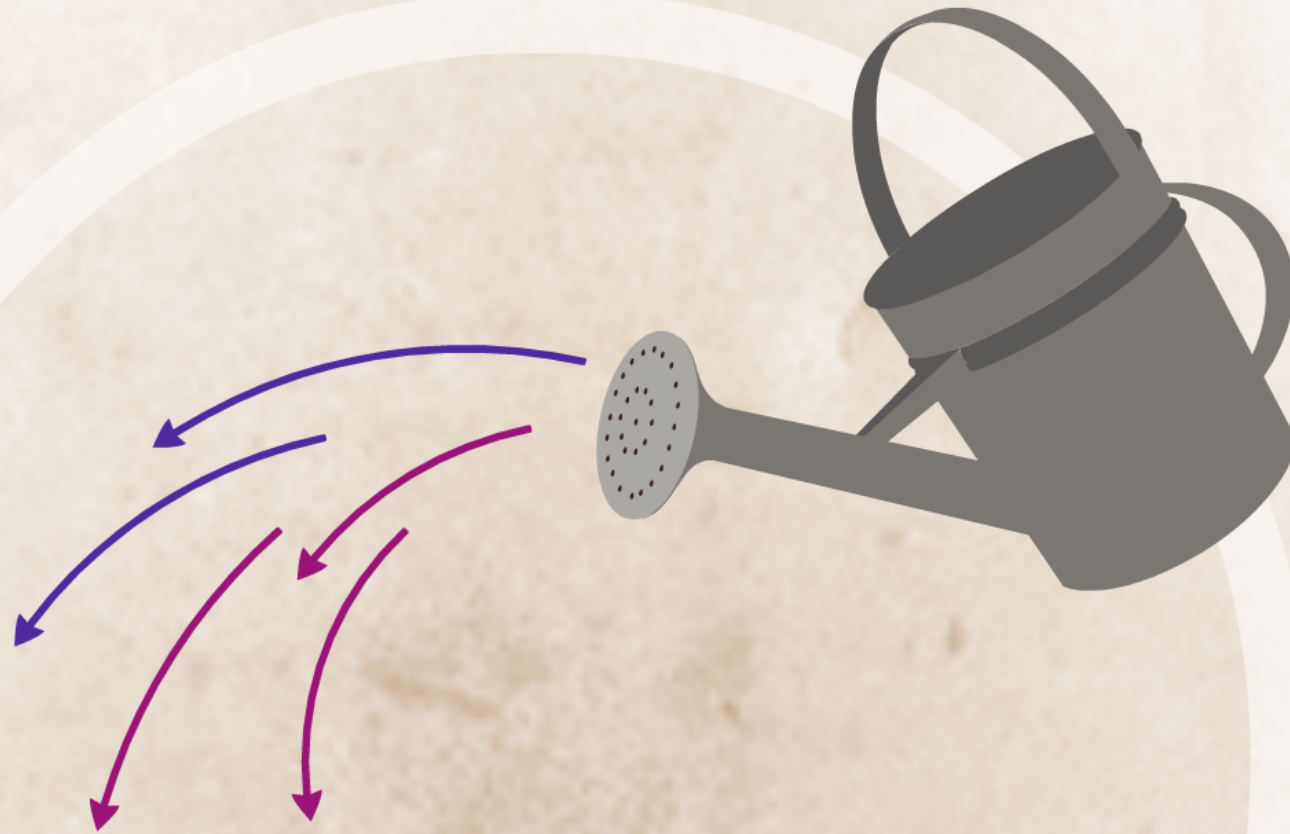
- Family
- School
- Place of worship
- Workplace

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## How important is ethical behaviour in the workplace?

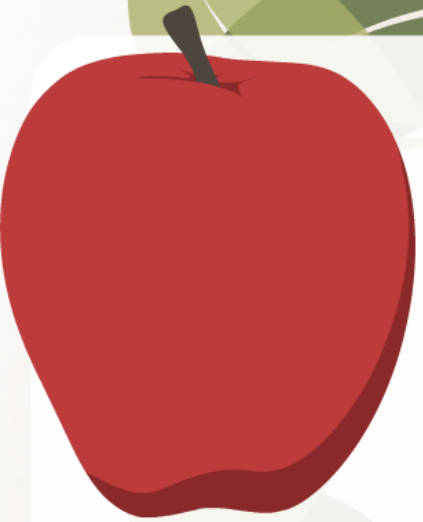
- Ethical behaviour and professionalism benefit your career by improving quality of service and teamwork's performance.





**What to do to  
improve?**

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Always strive for excellence

Be trustworthy

Be respectful

Be transparent

Be competent

# What are the benefits?

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- Improve effectiveness
- Enhance productivity
- Expand compliance efforts
- Attract and retain quality workforce
- Protect customers and co-workers' trust.
- Give positive impact on the community



# Maintaining the ethics

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- Business ethics issues are inevitable.
- Ethics training program.
- Avoid legal problem and scandal.

