

# Our Profession & Ethics: The Role for Chapter Leadership

Global Ethics Committee

Leadership Institute  
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# Session Objectives

- Inform: Your Global Ethics Committee
- Consult: A New Code of Ethics
- Support: Resources for Chapter Leaders



# Inform: Your Global Ethics Committee

## Introducing the IABC Ethics Committee



- Our Charter:
  - Support the IABC Code of Ethics
  - Recommend membership sanctions to the executive board
  - Offer advice and assistance to individual communicators
  - Assist with related professional development activities



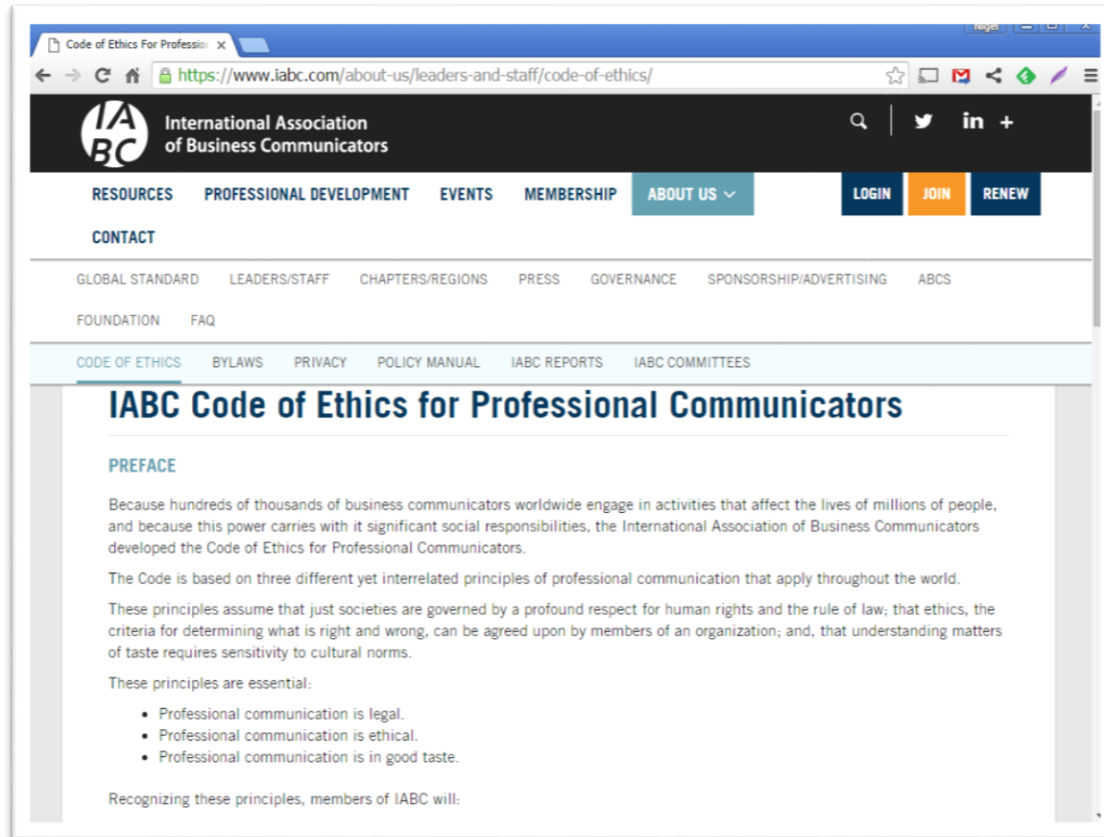
International Association  
of Business Communicators

# Inform: Your Global Ethics Committee

- Our 2015 Activities
  - Confirmed confidentiality and conflict of interest requirements
  - Developed case management process
  - Engaged with chapter leaders and members
  - Advised IEB and Chapter leaders on ethics cases
    - Conflict of interest
    - Attribution
    - Event speaker fees
    - Inappropriate use of IABC brand
- Our current focus – simplifying and validating our Code of Ethics



# Consult: A New Code of Ethics



- Why do we need a Code?
- What are your perceptions of the Code?
- Do you use it? How?
- Can it be better?



# Consult: A New Code of Ethics

- Consultation with IABC representatives and industry experts
- Good news!
  - Broad coverage of important topics
  - Relevant for professional communicators
  - Accessible for global membership
  - Embedded in IABC renewal process
- Areas for Improvement
  - Complexity of language
  - Personalization and ownership



# Consult: A New Code of Ethics

**I am honest** - acting in a way that promotes respect for and trust in the communications profession.

**I communicate accurate information** and promptly correct any errors.

**I obey laws and public policies**; if I ever violate any law or public policy, I will act promptly to correct the situation.

**I protect confidential information** while acting within the law.

**I support the ideals of free speech**, freedom of assembly, and access to an open marketplace of ideas.

**I am sensitive to others'** cultural values and beliefs.

**I give credit for others' unique expressions**, citing my sources.

**I do not use confidential information gained as a result of professional activities** for personal benefit.

**I do not represent conflicting or competing interests** without full disclosure and the written consent of those involved.

**I do not accept undisclosed gifts or payments** for professional services from anyone other than a client or employer.

**I do not guarantee results** that are beyond my power to deliver.



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## Feedback

- What is your initial reaction?
- Any comments on style or content?
- Does it address ethics-related questions from your Chapter?
- How should we roll it out?





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## Next Steps

- Consolidate IABCLI and member feedback
- Report back to Executive Board (March 2016)
- Lead member vote at Annual Meeting (June 2016)
- Implement rollout plans

# Support: Resources for Chapter Leaders

- How can we help chapter leaders?
- Resources
  - Code of Ethics
  - Case Studies
  - IABC Standard Presentation
- Prospective Services
  - Case Management
  - Supporting ethics-related chapter events
  - Connecting Chapters to credentialed subject matter experts
  - Counsel and advice for Chapter leaders and members



Thank you

