

# **Gill's Ten Principles** **of** **Highly Ethical Leaders & Organizations**

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*How do you and your organization treat your colleagues, employees, investors, customers, business partners, journalists, government officials, and neighbors? What are the core principles and guidelines that guide such relationships for you and your company? Here is a list that pretty well covers all the bases and could lift your leadership effectiveness to a whole new level.*

## **1. Treat all people as unique, valuable individuals**

*Never treat anyone as worthless, dispensable, or "just a number."*

## **2. Support the freedom and growth of others**

*Never view anyone through stereotypes and images, or as fixed and unchangeable*

## **3. Communicate to others by name with respect**

*Never ignore people---or use demeaning, trivializing, or derogatory names/labels*

## **4. Model and encourage a balanced life of good work and rest**

*Never adopt policies or make demands on others that undermine balanced lives*

## **5. Honor and respect the families and friends of others**

*Never undervalue the significance of families and friends of employees*

## **6. Protect the life, safety, and health of others**

*Never harm or jeopardize the physical well-being of anyone*

## **7. Keep commitments & agreements in a trustworthy, reliable manner**

*Never betray your relational commitments or undermine those made by others*

## **8. Promote fairness in matters of money and property**

*Never tolerate unfair wages, prices, or financial practices*

## **9. Communicate truthfully and constructively**

*Never mischaracterize people, products, services, or facts*

## **10. Cultivate a positive and generous attitude**

*Never give in to negativity, anger, greed, or envy*