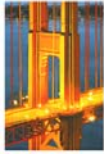

IDEABRIDGE



The IdeaBridge White Paper Series:
Unacceptable Business Conduct



UNACCEPTABLE BUSINESS CONDUCT

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Summary

This Checklist has been prepared as a primer to start a discussion on the types of unacceptable behaviors that your company will not permit. This can also be used in helping to establish a company's core values. Simply check the boxes that apply in order to begin a discussion on how you want to build these values into your culture. Your team may also wish to translate these unacceptable behaviors into positive statements; others may like to produce a separate list of "Unacceptable Business Behaviors for XYZ Company." In either case, this template will save you lots of time.

Unacceptable Business Behaviors

- Passing the buck or saying, "It's not my job!"
- Failure to meet commitments...any commitments, whether it's a one page memo or a \$20 Million sales goal, commitments must be kept.
- Failure to immediately face reality if commitments are impossibly behind.
- Making excuses for your people or for your lack of performance.
- Failure to quickly deal with employee issues.
- There will be no bootlicking or apple-polishing – Forget it! Sucking-up to the boss, any boss, is forbidden here. There will never be favoritism based on favors, so save your time! Recognition will be squarely based on having a great attitude, a strong customer orientation and results. Period.
- There will be no excuse for being late to meetings.
- Playing any kind of company politics or the formation of internal cliques or turf zones.
- Backs-tapping, loose chatter.
- Shoddy analysis, "half-baked" proposals and lazy-thinking. (Come prepared or reschedule!)
- Lack of candor. Weasel language. Failure to tell it exactly as it is.
- Shading the truth or Rounding-the-Corners.
- Failure to promptly and immediately deal with problems.
- Failure to put the customer first in our decisions.
- Failure to properly balance customer requests with our need to make money.
- Asking your boss to make *your* decision.
- Long-winded memos and write-ups. (Get to the point. Be succinct. Be intellectually honest and be direct.)



UNACCEPTABLE BUSINESS CONDUCT

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- Excuses of any kind. Take full and complete responsibility for your team and yourself. Accept the consequences for your actions and quickly move on.
- Wasting time. Anyone's time...yours, your bosses, a co-worker's, a customer's. Do not waste anyone's time.
- Any kind of favoritism or allowing emotion drive decisions, rather than sticking to our chosen strategy.
- BackOffice politics and gossip.
- Failure to immediately deal with deteriorating situations.
- Failure to aggressively negotiate on behalf of the company for rates, fees and terms. Never leave money on the table because you are too timid to ask.
- Wasteful or unnecessary expenditures of any kind.
- People who are too timid to say, "No!" to vendors, sales people and solicitors of any kind.
- Turf building, turf protection, empire building of any kind.
- Not treating everyone in our company with care, kindness and respect for their opinions, regardless of title.
- The filtering of information up through the ranks. Anyone can talk to anybody at this company. Period. Do not prevent people from going over your head, their direct opinions, unfiltered are always welcome.
- Covering up a bad situation with fancy charts, colored graphs, long memos, etc. Get straight to the bad news and lay out your recommendations while we've still got time. But never, ever, hold back the bad news. Give it to us straight.
- Failure to be proactive and to plan ahead.
- A sour, bad attitude that is detectable over the phone or in face-to-face meetings with customers is completely unacceptable.