

## **Standards of Practice**

### **Code of Ethics**

#### **We will always:**

1. Explain options to our clients even if those options direct the client to utilize the services of a competing company
2. Conduct training sessions with clarity, thoroughness and dignity
3. Respect the ethnicity, education levels, religions and sexual orientations of our clients and their employees
4. Reduce agreements with clients to writing before executing any services
5. Advise a prospective or existing client of our limitations and abilities
6. Stick to the language of our agreements

#### **We will never:**

1. Pay an honorarium, finders fee or any referral bonus to licensing or other regulatory personnel
2. Conduct ourselves in any fashion outside of the language of our agreements
3. Allow clients or prospective clients to read private understandings into the language of our agreements and create inappropriate or illegitimate expectations
4. Use governmentally approved continuing education events to market or advertise other services available through our company
5. Sit quietly and tolerate the persecution of our company or its officers by those who desire to destroy our good name and good work through unwarranted distraction, falsified regulatory complaints or defamatory remarks and will seek legal redress in any fashion the American civil justice system will allow

