

'Do the Right Thing'



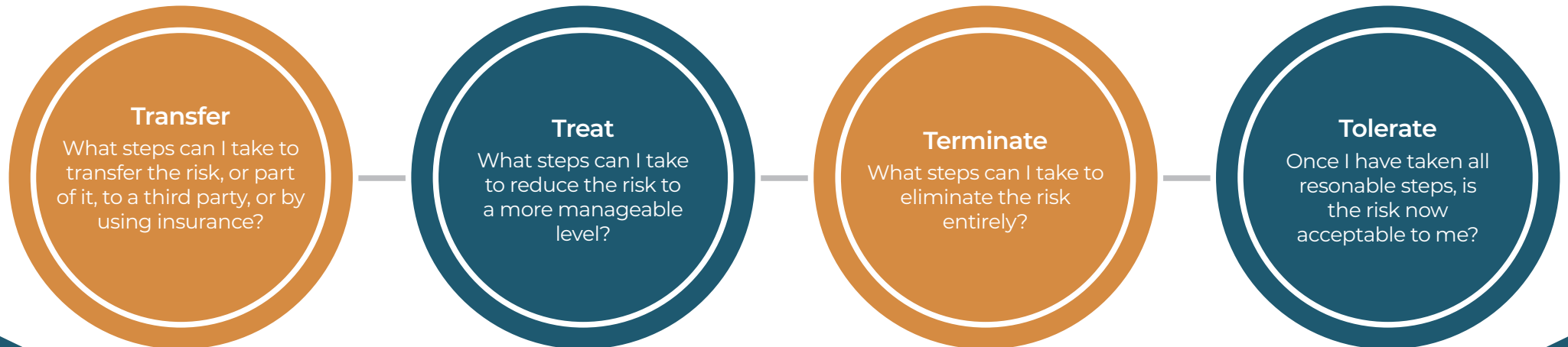
KAREN ECKSTEIN
LIMITED

Make better decisions by asking the right questions

Risk can be managed by using the 4 'Ts'. Considering the 5 'Ps' can help ensure you act professionally. Combining the two when making decisions will help you do the right thing in your professional work.

When considering an issue ask yourself:

- Have I considered all the risks relevant to a transaction or issue?
- Have I assessed the likelihood and impact of each risk?
- Is the value of that risk within the risk appetite of the business?
- **Once the risk is assessed, consider the 4'T's- can I:-**



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5Ps - the 5 key principles to consider

Integrity

- Am I being straightforward, honest, fair and truthful
 - In what I am being asked to do?
 - In my professional and business relationships?
- Am I being knowingly associated with incorrect or incomplete information?
- Should I disassociate myself from the information?

Objectivity

- Am I sure that my professional or business judgement is not compromised due to bias, conflicts of interest or the undue influence of others (including circumstances and relationships)?
- Have I taken into account all factors relevant to the task that I am being asked to undertake?

Professional competence

- Do I have sufficient and current professional knowledge and skill to provide a competent professional service?
- Am I complying fully with the codes of professional standards?
- Can I prove I am doing so?

Confidentiality of client information

- Do I have specific authority to disclose information to a third party?
- If not, is there a legal/ professional right or duty to disclose?
- Am I using the information for my personal advantage? Or for the advantage of third parties (including other clients)?
- Have I taken appropriate steps to preserve the confidentiality of information?

Professional behaviour

- Could my actions discredit my profession?
- Or breach any statutory or regulatory obligations (including codes of conduct) I am subject to?
- Am I behaving with courtesy and consideration towards everyone I come into contact with?
- Are all my actions honest and truthful, (including when marketing, and when talking about my competitors)?