

The maintenance of ethical standards is of critical importance to the successful practice of public communications, both at the individual level and the organizational level.

To that effect, I hereby pledge to administer the following values to guide my actions in the future, both within the workplace and without.

Restraint:

To reserve one's own beliefs and opinions, as to maintain the significance of contributing to a dialogue, and to remember the practical benefits of silent observation over active inquiry.

Moderation:

To never over-react, to never over-indulge and to in all ways maintain the capacity for objective judgement and evaluation of options.

Efficiency:

To accomplish tasks expediently, at minimal cost to one's resources and with the utmost dedication and focus reserved for the task at hand.

Awareness:

To avoid unnecessary external scrutiny or consequences when executing an action, and to only act when sufficient knowledge of a subject, topic or the associated circumstances have been obtained.

Pride:

To be aware and assured of one's skills, abilities and talents, and to continually strive to improve them.

Humility:

To be aware of one's shortcomings, faults and weaknesses, and to recognize when the skills, abilities and talents of another may be of use in completing a task.