

ETHICS



Ethics are important for anyone in business. They're particularly important to consultants because of the high level of trust that organizations grant them and because of the access that many consultants have to the confidential and proprietary inner workings of the firms that employ them. Over the years I have established my own and simple rules:

- I never charge for services I cannot prove to have delivered. I have no wish to violate my relationship with my client.
- It is my policy never to promise a service that I know I cannot honor. Right from day one I will tell the client whether I can help or not in order not to waste time and money for both parties. I never charge for the first interview.
- If during the cooperation I realize that my qualifications are not excellent enough to give the best possible services to my client I will recommend him taking advantage of a better service from a better qualified person/company in my network.
- I believe in writing. Too many consultants promise a lot sometimes knowing that they cannot deliver, and as a firm rule I put everything in writing from the agreement to follow up on all form of communications, all telephone conversations are followed by a confirmation by E-mail in order to avoid misunderstandings. I always keep my deadlines and if – for some reason- I cannot meet them I inform the client beforehand.
- For some consultants the working procedure, as it rolls along, can comprise services that are actually not really needed. To me it is completely out of the question to try to oversell or in other words try to convince the client of services he does not need. One always meets the client again, someday and somewhere, and it is a nice feeling to be met with a big smile confirming you did the right thing.
- Another good thing to do is to be honest and give advices based on same principle. In many Asian countries however you need a complete different approach. It takes some years to learn how to behave in this region. The truth has to be told, but the manners in which this is done is more important (often) than the message itself.
- I always sign a letter of confidentiality with the client in order to protect both parties.
- It does happen that during the period of the consulting services a potential conflict of interest turns up. If so the situation is immediately discussed with the parties involved and the work will not progress before the potential conflict has been solved.
- At all times I adhere to any law that applies to the assignment/business area or market and I never advice clients breaking it.
- I work with 100% integrity and loyalty towards my clients
- My fee-structure is fair.
- I know how to separate personal and professional interest in order to avoid conflicts.
- I try at all times to keep clients updated with all relevant information as well as modern methods but still believe in good old phrases like Common Sense Perspectives and sound and solid Business Acumen.

It is an immutable law in business that words are words, explanations are explanations, and promises are promises but only performance is reality

-Anon