



## Gemba Academy Code of Ethics

### Our Commitment to Clients

1. We will serve clients with integrity, competence, independence, objectivity, and professionalism.
2. We will mutually establish realistic expectations of the benefits and results of our services with our clients.
3. We will only accept assignments for which we possess the requisite experience and competence to perform.
4. We will only assign staff or engage colleagues with the knowledge and expertise needed to serve our clients effectively.
5. We will ensure that we have worked with clients to establish a mutual understanding of the objectives, scope, work plan, and fee arrangements, before starting an engagement.
6. We will treat appropriately all confidential client information that is not public knowledge, take reasonable steps to prevent it from access by unauthorized people, and will not take advantage of proprietary or privileged information, either for our own use, for the client's firm, or for another client, without the client's permission.
7. We will avoid conflicts of interest or the appearance thereof. We will immediately disclose to the client circumstances or interests that we believe may influence our professional judgment or objectivity.
8. We will offer to withdraw from a consulting assignment when we believe our objectivity or integrity may be impaired.
9. We will refrain from inviting an employee of an active client to consider alternative employment without prior discussion with the client.

### Our Commitment to Fiscal Integrity

10. We will agree in advance with a client on the basis for fees and expenses.
11. We will charge fees that are reasonable and commensurate with the services delivered and the responsibility accepted.
12. We will not accept commissions, remuneration, or other benefits from a third party in connection with the recommendations to a client without that client's prior knowledge and consent, and we will disclose in advance any financial interests in goods or services that form part of such recommendations.

### Our Commitment to the Public and to the Profession

13. We will report any occurrences of malfeasance, dangerous behavior, or illegal activities that we may notice within the scope of our engagement, to the appropriate authorities within the client or external to the client organization.
14. We will respect the rights of consulting colleagues and consulting firms and we will not use their proprietary information or methodologies without permission.
15. We will represent the profession with integrity and professionalism in my relations with our clients, colleagues, and the general public.
16. We will not advertise our services in a deceptive manner nor will we misrepresent or denigrate individual consulting practitioners, consulting firms, or the consulting profession.
17. If we perceive a violation of the Code, we will report it to the Board of Directors of Gemba Academy and will promote adherence to the Code by other member consultants working on our behalf.

