

**PERSONAL CHARACTER, BUSINESS ETHICS AND SOCIAL
RESPONSIBILITY**

Dr. C. Anyansi-Archibong
ETHICS BEGINS WITH YOU AND ME
WHO, WHAT, AND HOW, I AM?

HOW DO YOU DEMONSTRATE THE FOLLOWING TRAITS? (THE SIX PILLARS
OF CHARACTER)

- **TRUSTWORTHINESS:**
 - HAVING THE COURAGE TO DO THE RIGHT THING EVEN WHEN IT MAY COST ME
 - BEING TRUTHFUL, HONEST, AND SINCERE

- **RESPECT:**
 - TREAT OTHERS THE WAY I WILL LIKE TO BE TREATED
 - RESPECT OTHERS' PRIVACY
 - RESPECT OTHER PEOPLES' RIGHTS
 - BE POLITE AND COURTEOUS

- **RESPONSIBILITY:**
 - DO MY DUTY
 - BE ACCOUNTABLE FOR WHAT I DO OR FAIL TO DO
 - THINK BEFORE I ACT
 - DEMONSTRATE SELF DISCIPLINE EVEN AT DIFFICULT TIMES

- **FAIRNESS:**
 - LISTEN WITH OPEN MIND
 - TREAT PEOPLE FAIRLY
 - PLAY BY THE RULES (NO CHEATING OR TAKING SHORT CUTS)

- **CARING:**
 - SHOW KINDNESS WHEN DEALING WITH OTHER PEOPLE
 - EXPRESS GRATITUDE FOR HELP RECEIVED
 - UNDERSTAND OTHER PEOPLES FEELINGS
 - BE GENEROUS TO PEOPLE

- **CITIZENSHIP:**
 - LIVING UP TO STANDARDS OF FAMILY, SCHOOL, COMMUNITY, ETC.
 - DOING MY SHARE TO MAKE HOME, SCHOOL, COMMUNITY, ETC. BETTER
 - RESPECTING AUTHORITY
 - OBEYING THE LAW, RULES AND POLICICIES
 - USE NATURAL RESOUCES WITH CARE