INTEGRITY LIST

50 ACTIONS YOU CAN TAKE TO BUILD TRUST AND ENHANCE YOUR FIRM'S REPUTATION

Commit: It Starts with You
• Commit to a gold standard code of ethics and professional conduct [See CFA Institute Code of Ethics and Standards of Professional Conduct]
• Name and shame unethical behavior
• Strive for a conflict-free business model
• Act with integrity 24/7 — not just at the office
• Act with fairness and prudence with every decision
• Adhere to high standards even if they are not required in your country
• Take responsibility for the actions of your team
• Mentor future investment industry professionals
• Adopt the Global Investment Performance Standards
• Refuse to associate with anyone who takes advantage of clients
• Become a member of CFA Institute and sign the required annual ethics statement

Inspire: Be an Ethical Leader
• Never overlook unethical behavior because you’re better served by ignorance
• Vocally demand that your firm does what is right for clients
• Encourage young professionals to have the courage to disagree
• Lead by example with your firm and colleagues
• Write articles and speak publicly about ethics
• Promote the concept of earning money rather than making money

Engage: Develop Trustworthy Relationships
• Place the client’s interests before your own
• Help clients focus on risk as much as they do performance
• Keep client fees fair
• Present analysis based on facts and client needs
• Always be honest with clients
• Never engage in misleading sales promotions
• Recommend companies with fair practices and good corporate governance
• Tip the balance between competing interests in favor of clients
• Maintain regular contact with clients
• Listen to clients’ concerns and fears

Communicate: Be Transparent
• Recommend products with transparent payoffs, costs, and risks
• Be transparent with clients when something goes wrong
• Actively disclose all compensation arrangements to clients
• Outline exactly how you are managing a client’s funds

Learn: Build Your Knowledge
• Require training on ethical decision-making for yourself and your firm
• Disclose your educational achievements and how you improve professional competence
• Base investment recommendations on strong analysis

Advocate: Shape a Better System
• Advocate for stronger regulations that protect investors
• Elevate the importance of integrity in the hiring process
• Adopt the CFA Institute Asset Manager Code of Professional Conduct
• Bring to justice those who take part in irresponsible and illegal activities
• Advocate for technology that makes the industry more transparent
• Engage and build relationships with local regulators and policy makers
• Serve on committees that advocate for regulatory reform

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