



Claritas® Investment Certificate

## THE CLARITAS QUARTERLY NEWSLETTER

Serving Your Professional Growth

Congratulations on earning the Claritas® Investment Certificate! We deeply appreciate your efforts to help increase financial knowledge across all levels of the investment industry, including the critical importance of ethical decision making and professional roles and responsibilities in the bigger picture. It is our pleasure to recognize your achievement and to welcome you to the CFA Institute global community.

We've dedicated your September newsletter to the topic of ethics and the commitment we expect from you—and everyone in the industry—to uphold the highest standards. We've also included readings, resources, and inspiration to help you on your continued learning path.

Together, we can earn greater trust from our clients and rebuild a community of trust that better serves society.

The future of finance starts with you!

—Rahul Keshap, Head of Program Management at CFA Institute



Share your accomplishment! Stay tuned to your inbox for an electronic version of your certificate of knowledge that you can post in your social and professional networks.

### Claritas Success Stories: In Your Own Words

*"Written in plain English, the certificate teaches the essentials of finance and puts the roles and job responsibilities of the various players into perspective. It provides the context of where we as contributors fit within the overall finance industry, both locally and globally."*

—Slava Petrova, Assoc. Business Analyst, Morningstar Inc.



If you have a Claritas story you'd like to share, please [email us](#).

## Continuing Your Ethical Journey: Register for a one-hour live webinar

CFA Institute ethical decision-making webinars are free, highly interactive, thought provoking sessions led by CFA Institute staff. You'll be presented with a series of real-life case scenarios, casting your vote and offering comments through the dynamic online dashboard. Two live webinars (Part 1 and Part 2) are offered each month. [Register](#) for the next 60-minute session on our website.

## The Future of Finance: Tools for Ethical Leadership

The Future of Finance—a long-term global effort to shape a trustworthy, forward-thinking investment industry—provides learning and investor resources across the key topics of Putting Investors First, Financial Knowledge, Transparency & Fairness, Retirement Security, Regulation & Enforcement, and Safeguarding the System. [Access materials on our website.](#)

## Recommended Resources on Ethics: Our Top Picks

### [Future of Finance: How Do You Rebuild Broken Investor Trust? \(Blog\)](#)

A summary of a colloquium on the state of trust in the financial industry, the future of the financial services industry, and the future of financial industry supervision.

### [A Conversation with Michael Woodford: A Whistleblower's Role in Today's World \(Take 15 Series\)](#)

Michael Woodford, former president and CEO of Olympus Corporation, discusses his whistleblowing activities. He stresses the importance of fiduciary duty, honesty, and trust in corporate culture, both in Japan and around the world.

### [A Crisis of Culture Report: Valuing Ethics and Knowledge in Financial Services](#)

An Economist Intelligence Unit Report, sponsored by CFA Institute, examines the role of integrity and knowledge in restoring culture in the financial services industry and in building a more resilient industry.

### [Can Ethics Be Dangerous to Your Career? \(Webcast\)](#)

Although ethical dilemmas are a normal and predictable part of most jobs, they can be dangerous to your career if you are not prepared for the organizational challenges that may test your personal values, moral beliefs, and commitment to doing the right thing.

### [The Role of Ethics in Shaping the Future of Hong Kong's Investment Industry \(Blog\)](#)

A recap of a recent conference in Hong Kong that attracted professionals from across the industry to discuss the increasingly important subject of ethics, especially as it relates to the future of the local investment industry.



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