



THE GOLDEN RULES

PROFESSIONALISM MEANS:

- ✓ always striving for excellence
- ✓ being trustworthy
- ✓ being accountable and taking responsibility for your actions
- ✓ being courteous and reliable
- ✓ being honest, open and transparent
- ✓ being competent and continually learning
- ✓ always acting ethically
- ✓ always acting honourably and with integrity
- ✓ always treating others with respect
- ✓ always respecting confidentiality
- ✓ setting a good example

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