

CORE STANDARD	ASSOCIATION PROFESSIONALS/ EXECUTIVES	CONSULTANTS	INDUSTRY PARTNERS
1. RESPECT AND UPHOLD PUBLIC LAWS THAT GOVERN MY WORK	Know and abide by the laws and regulations that govern nonprofit organizations and their entities.	Know and abide by the laws and regulations that govern my profession or industry and that of my clients.	Know and abide by the laws and regulations that govern my profession or industry and that of my clients.
	Encourage all stakeholders to respect and uphold the law.	Encourage all clients to respect and uphold laws and regulations.	Encourage all industry partners to respect and uphold laws and regulations.
	Ensure all contractual dealings are conducted fairly and in compliance with the law.	Ensure all contractual dealings are conducted fairly and in compliance with the law.	Ensure all contractual dealings are conducted fairly and in compliance with the law.
2. BE HONEST IN CONDUCTING MY BUSINESS	Strive to create an environment in which others feel safe to tell the truth.	Strive to create an environment in which others feel safe to tell the truth.	Strive to create an environment in which others feel safe to tell the truth.
	Be honest and accurate in my communications and in my conduct particularly when describing my knowledge, experience, expertise and credentials.	Be honest and accurate in my communications and in my conduct particularly when describing my knowledge, experience and expertise to clients and when promoting my services.	Be honest and accurate in my communications and in my conduct particularly when describing my knowledge, experience and expertise to clients and when promoting my services.
	Demonstrate transparency in my decision-making process and disclose all potential and actual conflicts of interest.	Maintain a transparent line of communication and fully disclose all potential and actual conflicts of interest.	Maintain a transparent line of communication and fully disclose all potential and actual conflicts of interest.
	Negotiate in good faith and provide all information material to the terms of the contract to the persons with whom I am negotiating.	Present contracts that are clear, unambiguous and transparent to prospective clients and fully disclose potential costs within the defined scope of work to the client before beginning an assignment.	Present contracts that are clear, unambiguous and transparent to prospective clients and fully disclose potential costs within the defined scope of work to the client before beginning an assignment.

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	Follow my employer's policies and procedures in the acceptance of commissions, remuneration or other benefits in connection with the scope of my employment.	Obtain client's prior written consent before accepting commissions, remuneration, or other benefits from a third party in connection with the recommendations regarding my client's business.	Obtain client's prior written consent before accepting commissions, remuneration, or other benefits from a third party in connection with the recommendations regarding my client's business.
3. RESPECT THE CONFIDENTIALITY OF INFORMATION GAINED THROUGH MY WORK	Disclose confidential information only with written authorization or when required by law.	Disclose confidential information only with written authorization or when required by law.	Disclose confidential information only with written authorization or when required by law.
	Staff and volunteer should protect confidential information, including after service has ended.	Protect confidential information, services and products, including after the professional relationship has ended.	Protect confidential information, including after provision of services has ended.
4. ACT FAIRLY	Serve the interest of my organization through fair, honest and courteous dealings that help advance the Association Profession.	Serve the interest of my client through fair, honest and courteous dealings that help advance the Association Profession and consultancies.	Serve the interest of my employer through fair, honest and courteous dealings that help advance the Association Profession.
	Represent my organization at all times in a manner that reflects positively on the organization.	Represent my client at all times in a manner that reflects positively on the organization	Represent my client at all times in a manner that reflects positively on the organization
	Hold foremost the interest of the association that employs me and its industry or profession; faithfully executing my duties and never using my position for undue personal gain and promptly and completely disclosing to appropriate parties	Hold foremost the interest of the clients who contract with me and the industries or professions they represent; faithfully executing my duties and never using my position for undue personal gain and promptly and completely	Hold foremost the interest of the company that employs me and its industry or profession; faithfully executing my duties and never using my position for undue personal gain and promptly and completely disclosing to appropriate parties

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	all potential and actual conflicts of interest.	disclosing to appropriate parties all potential and actual conflicts of interest.	all potential and actual conflicts of interest.
	Avoid taking an unfair advantage of another person or entity through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair-dealing practice.	Avoid taking an unfair advantage of another person or entity through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair-dealing practice.	Avoid taking an unfair advantage of another person or entity through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair-dealing practice.
	Remain mission focused at all times.	Remain client focused at all times and provide services as presented.	Remain client focused at all times and provide services as presented.
	Provide members, vendors, co-workers, and other stakeholders with all necessary information needed to make an informed decision.	Provide clients with all necessary information needed to make an informed decision.	Provide clients and co-workers with all necessary information needed to make an informed decision.
	Advance, support, and promote association membership and the profession of association management through word and deed.	Advance, support, and promote association membership and the profession of association management through word and deed.	Advance, support, and promote association membership and the profession of association management through word and deed.
	Approach directly those persons with whom I have a conflict or disagreement, when appropriate.	Approach directly those persons with whom I have a conflict or disagreement, when appropriate.	Approach directly those persons with whom I have a conflict or disagreement, when appropriate.
	Conduct myself in a professional manner in all circumstances.	Conduct myself in a professional manner in all circumstances.	Conduct myself in a professional manner in all circumstances.

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	Maintain and constantly reexamine my impartiality and objectivity, taking corrective action as appropriate.	Maintain and constantly reexamine my impartiality and objectivity, taking corrective action as appropriate.	Maintain and constantly reexamine my impartiality and objectivity, taking corrective action as appropriate.
	Actively encourage equitable access to opportunities in association employment, membership, volunteer engagement and development, meetings events, and activities.	Actively encourage equitable access to opportunities in association employment, membership, volunteer engagement and development, meetings events, and activities.	Actively encourage equitable access to opportunities in association employment, membership, volunteer engagement and development, meetings events, and activities.
5. FOSTER AN ETHICAL CULTURE THROUGH MY WORK	Model and encourage the integration of ethics into all aspects of management of the association which employ me.	Model and encourage the integration of ethics into all aspects of my firm's work and relationships with its clients.	Model and encourage the integration of ethics into all aspects of my firm's work and relationships with its clients.
	Pursue the objectives of the association that employ me in ways that are ethical.	Pursue the objectives of my firm ways that are ethical.	Pursue the objectives of the firm that employ me in ways that are ethical.
	Employ practices that exemplify "Social Responsibility" as it pertains to both the human and environmental conditions.	Employ practices that exemplify "Social Responsibility" as it pertains to both the human and environmental conditions.	Employ practices that exemplify "Social Responsibility" as it pertains to both the human and environmental conditions.
	Respect diversity and foster inclusion in all aspects of my work.	Respect diversity and foster inclusion in all aspects of my work.	Respect diversity and foster inclusion in all aspects of my work.
	Build strong relationships with all to enable a culture of integrity and uncompromising ethics.	Build strong relationships with all to enable a culture of integrity and uncompromising ethics.	Build strong relationships with all to enable a culture of integrity and uncompromising ethics.
	Inform myself about the norms and customs of others and avoid engaging in behaviors	Inform myself about the norms and customs of others and avoid engaging in behaviors	Inform myself about the norms and customs of others and avoid engaging in behaviors

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	they might consider disrespectful.	they might consider disrespectful.	they might consider disrespectful.
	Listen to others' points of view, seeking to understand them.	Listen to others' points of view, seeking to understand them.	Listen to others' points of view, seeking to understand them.
	Provide accurate information in a timely manner.	Provide accurate information in a timely manner.	Provide accurate information in a timely manner.
	Make commitments and promises, implied or explicit, in good faith.	Make commitments and promises, implied or explicit, in good faith.	Make commitments and promises, implied or explicit, in good faith.
6. TAKE RESPONSIBILITY FOR MY CONDUCT	Exhibit professional conduct that is a credit to the ASAE and the Center, my employer and me, and strive to continually advance my knowledge and achieve higher levels of excellence in my profession.	Exhibit professional conduct that is a credit to the ASAE and the Center, my client and me, and strive to continually advance my knowledge and achieve higher levels of excellence in my profession.	Exhibit professional conduct that is a credit to the ASAE and the Center, my employer and me, and strive to continually advance my knowledge and achieve higher levels of excellence in my profession.
	Follow the established standards of my profession and the ASAE's Standards of Conduct.	Follow the established standards of my profession and the ASAE's Standards of Conduct.	Follow the established standards of my profession and the ASAE's Standards of Conduct.