



THE PACESETTER WAY Leadership Team Insights

Brought to you this week by Brian Goldstein, Database Manager

Get What You Tolerate: Understand that the way you act, communicate, and treat others is generally how that same action will be returned to you. Make it a point to carry yourself with the professionalism that you would both want and expect from others. If you tolerate less than 100%, you can expect to always receive less than 100%.

I am grateful this fundamental fell on my turn to promote. It took me on a journey of self-discovery, or at least on one for my short comings. I discovered that I tolerate a little too much. What you tolerate becomes your standard and you deserve what you tolerate.

I wondered what is appropriate professional behavior. I found the following from the CFP, the Certified Financial Professionals Organization:

CODE OF ETHICS & PROFESSIONAL RESPONSIBILITY

CFP Board adopted the *Code of Ethics* to establish the highest principles and standards.

Integrity: Provide professional services with integrity. *Integrity demands honesty and candor.*

Objectivity: Provide professional services objectively. *Objectivity requires intellectual honesty and impartiality.*

Competence: Maintain the knowledge and skill necessary to provide professional services competently. *Competence means attaining and maintaining an adequate level of knowledge and skill, and application of that knowledge and skill.*

Fairness: Be fair and reasonable in all professional relationships. Disclose conflicts of interest. *Fairness requires impartiality, intellectual honesty.*

Confidentiality: Protect the confidentiality of all customer information. *Confidentiality means ensuring that information is accessible only to those authorized to have access.*

Professionalism: Act in a manner that demonstrates exemplary professional conduct. *Professionalism requires behaving with dignity and courtesy to customers, fellow professionals.*

Diligence: Provide professional services diligently. *Diligence is the provision of services in a reasonably prompt and thorough manner.*

I have committed myself to follow these guidelines and help others do the same. I cannot expect others to follow these guidelines if I do not follow them myself.

Check back next week for more Leadership Team Insights and be sure to comment on our website about all you are doing to live out these fundamentals!

