

Core Principles of Fairness, Accountability, and Transparency

3 Core Principles

- **Fairness:** Defined as making judgments free from discrimination. In a business context, it involves distributive justice (the fair allocation of rewards and benefits) and ensures that policies are applied consistently to all members of a group.
- **Accountability:** The obligation to explain or justify one's actions and decisions to stakeholders. It is a vital tool for preventing corruption. True accountability is an ongoing process of reporting accurately on performance against agreed-upon rules.
- **Transparency:** The practice of open information disclosure. It is essential for building trust and allows stakeholders to understand how a business operates, how funds are used, and whether the organization is acting ethically.

Professional Competence and Responsibility

- **Technical Skills:** Specialized knowledge gained through education and on-the-job training.
- **Human Skills:** The ability to communicate with, motivate, and support others. This includes Relational Intelligence (RI)—the ability to connect with people from diverse backgrounds and cultures.
- **Conceptual Skills:** The mental ability to analyze complex situations, identify problems, and execute solutions.
- **Ethical Qualities:** Professionals are expected to act with human maturity, integrity, and benevolence, treating work as a service to the community rather than just a means for profit.

Stewardship and Servant Leadership

- Servant leaders focus on the needs of others (employees and stakeholders) rather than their own self-interest.
 - They use persuasion rather than power and practice "stewardship"—the responsible management of resources for the long-term well-being of the team and society.
 - This approach is linked to higher employee commitment, better group performance, and increased morale.
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Organizational Diversity and Role of Women

- **Diversity Programs:** Effective organizations use training and selection policies to ensure equal opportunity regardless of demographic characteristics.
 - **Women in Leadership:** Research suggests that firms with more women on boards of directors often see better financial performance, improved corporate governance, and a stronger connection to a diverse customer base.
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Thank You
