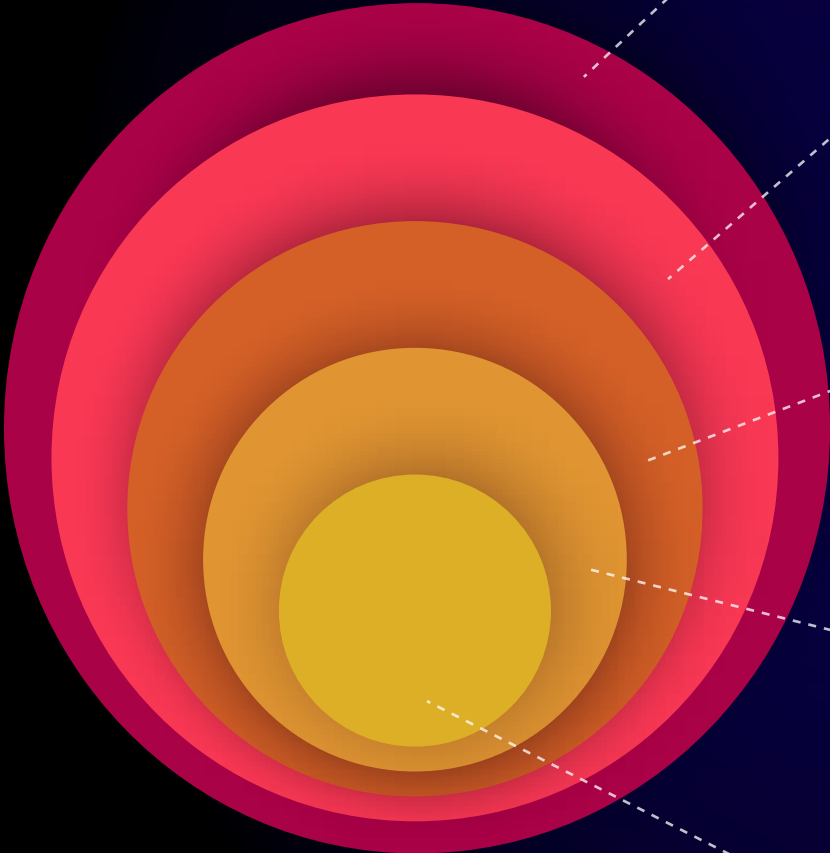
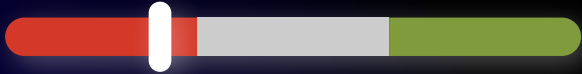


# CORE ETHICS REFLECTION TOOL



HOW DOES OUR SOCIETY VIEW THE BEHAVIOR?

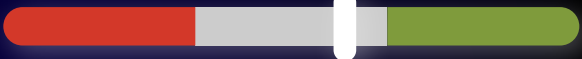


NOT ACCEPTABLE

ACCEPTABLE



HOW DOES THE LAW JUDGE THIS BEHAVIOR?

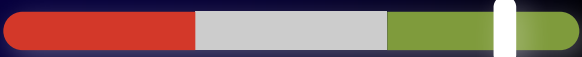


NOT LEGAL

LEGAL



IS IT ACCEPTABLE IN MY COMPANY CULTURE?



NEVER

SOMETIMES



IS IT IN LINE WITH COMPANY POLICY?



NO

YES



WHAT DO I PERSONALLY THINK AND FEEL?



NOT ACCEPTABLE

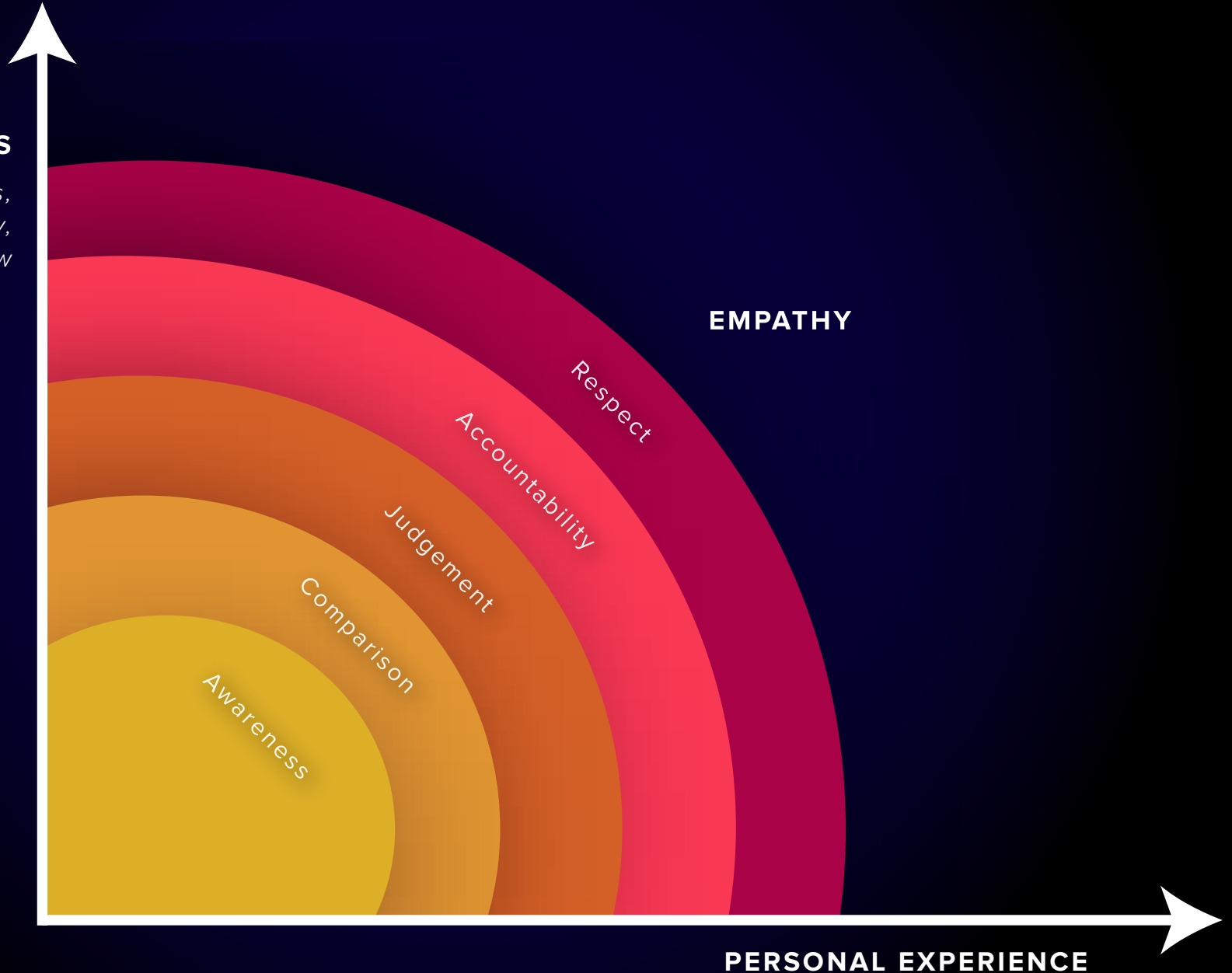
ACCEPTABLE

# AUTHENTICITY AXIS

FOR BUILDING CULTURE

## STORIES OF OTHERS

*Consequences,  
Emotion, Plausibility,  
Context, Point of View*



**EMPATHY**

Respect

Accountability

Judgement

Comparison

Awareness

**PERSONAL EXPERIENCE**