

ensuring the right people are attracted/recruited/retained

PRINCIPLES III

MORALS IIII

INDIVIDUAL

APPROACHABLE

INTEGRITY III

MORAL COMPASS

\* ETHICAL CONSIDERATIONS II

JUDGEMENTS

BELIEFS IIII

PRIORITY II

RESPECT II

IMPORTANCE II

IDEAS

GUIDANCE

FAIR

INFORMED

AUTONOMY

IDEALS

TRUST

"What's important to you"

FOCUS

CORE Belief set.

ASPIRATION

SUBJECTIVE / OPINIONS

Honesty ###

Integrity ###

Loyalty

Care

Courtesy

Consideration

Trust'

Expertise

Genuine care

Ideas'

Principles

Principles + code of conduct

Relationships (personal + prof)

Equality'

Commitment'

Common goals & colleagues

Cost

Belief / religion

Cost for gone

Beliefs'

Attitudes'

Standards

Ethics

Compassion'

Innovation

Health