

MAGEE

Standards-of-Conduct & Beyond the Golden Rule

Your Standards-of-Conduct Drives Your Reputation & Behavior

Have you ever wondered what allows one organization to have minimal human resourcing problems, challenges, grievances, complaints, and litigation while others are a bastion of continual disruption, corruption, bitterness, and lost ROIs?

Have you ever wondered what allows one elected official to have minimal human resourcing problems in their sphere of influence and actually activate forward success for their constituents, while others are a bastion of continual disruption, corruption, bitterness, bigotry, and constant deflection of attention away from the reality of doing absolutely nothing for their constituents with the exception of grandstanding and finding fault with everyone else around them?

Organizations and individuals that withstand the challenges of political correctness that always leads to implosion of greatness, the attacks on human resourcing, and sustain stability have very specific characteristics. Among these are the non-negotiables of Standards-of-Conduct (SOC) or Codes-of-Conduct (COC) that drives how everyone thinks, acts and behaves!

It is one's personal SOC that really drive all that one is and all that one can aspire to be. It is an organizations SOC that fosters its culture and brand. And, when there is a lack of SOC and a complacency to instill, support, defend, and demand adherence to a Standards-of-Conduct, you will find

significant human resourcing negative issues manifesting. In designing an SOC start with a reflection of what your non-negotiable values are.

In considering the design of a SOC policy or document and the instilling of a Standards-of-Conduct Officer (SOCO) to your organization, here are several benchmarks to consider:

1. The language of your SOC should be in alignment with the language in your **Mission Statement**
2. Your **Organizational Values System** and that of the key-stakeholders Values to an organization only, should also be aligned into your SOC
3. The **Personal Values** of any individual that is being asked to adhere and sign the SOC should be aligned; if a person has a hesitation to sign your SOC, this may be frontside revealing miss alignment about to take place; It is much easier, safer, financially responsible to vet out a potential bad hire through this due diligence versus dealing with a human resourcing problem after the fact when you have an SOC implosion and violation
4. The **SOC Statement should address clear expectations of all employees**, from the Board level, to the C-Suite, inclusive of all staff at every level, to

include part-time, outsourced and sub-contracted labor resource consultants associates; anyone that at any level represents the organization and its' brand. And, as appropriate, **anyone else** associated with these individuals that can have connectivity to them and the organization at any official or formal level (family, friends, etc.).

5. The **SOC Statement** should be aligned to **Corporate or Operating Bylaws, Business Policies and Human Resource Personnel Handbook Guidelines** and consistent with any Annual report from Officers
6. In designing your SOC, ensure it addresses your immediate expectations, and that it always is **Forward Focused** on where your organizations North Star illuminates its trajectory to be
7. The SOC must also take into account and be respectful of the **Historical Acknowledgements** of the organization and what its legacy articulates
8. The SOC must stand up to the political correctness pressures of the day and



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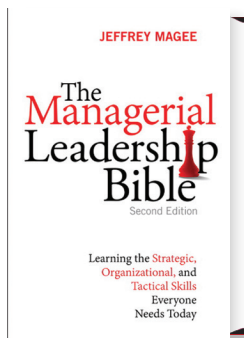
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that it is based upon the **Integrity** of the organization, that adheres to and supports any existing **Code of Ethics** policies or documents

9. A great SOC supports every **Job Description** to an organization and thus every Job Description should adhere to and support the SOC
10. A great SOC supports and adheres to any **Performance Review** process or document with specific KPIs for forward performance at every level
11. A great SOC is revisited annually and **Signed** and re-affirmed by every member of the organization
12. Your SOC should apply on an **Individual Level** and play fair across **All Levels** of human resources and staffing — What's good for the goose is good for the gander.

Individuals that have no internal SOC, and have been schooled in the premise or belief of not having one, will always fight the creation of an SOC policy, document or pledge. And, the dominant reason is that a lack of a SOC allows for the debate on what the definition of is 'is' and allows for individuals that really have nothing meaningful to contribute to get by on the labor and efforts of others!

For benchmarks in SOC methodology and statements, review any sustained great organization in your community or business marketplace and you will most likely find they have variation of this concept and document. It will be clearly articulated among their personnel, and it will appear in public communications (website, corporate charter, promotional public relations documents, etc.). Additionally, explore resources and whitepapers from your trade association, scholars of higher education and *The Managerial Leadership Bible*, Revised Edition II from Pearson Education/FT, the World's leading academic text publisher; www.barnesandnoble.com/w/the-managerial-leadership-bible-jeffrey-magee/1120679536?ean=9780134097541



Standards-of-Conduct drive the accountability mechanisms and behaviors you state are expected and non-negotiable. More importantly, Standards-of-Conduct drive the psychology and behaviors when no one is present to observe what one does.

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