



high ideals

Connecting and promoting those who raise the bar in business practice

Criteria	Definition
INTEGRITY	
Responsiveness	Responsiveness refers to the consistent demonstration of the ability to respond within reasonable timelines to all manner of requests for information, assistance, service etc.
Accountability	Accountability refers to taking responsible ownership over all attitudes, decisions and actions.
Reliability	Reliability refers to the consistent demonstration of the ability to be counted on to do what you say you will do – when you say you will do it.
Honesty	Honesty is a commitment to being truthful in your dealings, representing yourself and your products and services realistically, and giving the appropriate amount of information necessary for strong and ethical decisions to be made.
Fairness	Fairness refers to the consistent demonstration of the ability to think from a “win/win” perspective, meaning that all relevant stakeholder’s needs are considered and honoured to the best possible extent.
Equality-Focused	Equality-focus is a recognisable sense of acceptance when dealing with others. It works with the attitude framework that all humans are equal and therefore need to be treated as such.
Loyalty	Loyalty refers to the consistent demonstration of the ability to stick with a project, or supplier, or client, or company and be dedicated to maintaining strong and lasting relationships.
Respect	Respect is represented by deference (respectful acceptance, submission and/or yielding to the judgement and/or opinion of others) and courtesy in all interactions.
Prudence	Prudence refers to the consistent demonstration of the ability to make sound decisions in a well-thought through and wise manner. Wisdom includes drawing from intelligence, experience, creativity, awareness and emotional intelligence.
Diligence	Diligence refers to the consistent demonstration of the ability to apply yourself to your work with tenacity, purpose, determination and the intent to give each task your best attitude and effort.

integrity. positivity. impact.

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POSITIVITY	
Warmth	Warmth refers to the consistent demonstration of good will toward others. This includes a welcoming attitude and persona.
Optimism	Optimism refers to the consistent demonstration of a “glass half full” or better attitude and to inspire others to explore a similar attitude for themselves.
Valuing Others	Valuing others is the recognition of the fact that we all have a place and are important to the fabric of any venture or professional relationship.
Generosity of Spirit	Generosity of spirit refers to the willingness to share openly with others for no other reason than that you enjoy giving.
Gratitude	Gratitude is the demonstration of understanding of how fortunate we are in this amazing country of ours, and an appreciation of all the good around us. At a bigger level, it is the gratitude of how fortunate we are as the global society of humanity.
Showing Positive Regard	Showing positive regard refers to the consistent demonstration of the ability to engage in a way that conveys sincere interest in and appreciation of others.
Celebrating Diversity	Celebrating diversity is the demonstration of the commitment to encouraging others to be who they are and live the lives that are right for them without judgement (so long as they are not harming others).
Encouraging Others	Encouraging others refers to the consistent demonstration of the ability to give positive feedback and get behind your colleagues, clients and suppliers.
Welcoming Feedback	Welcoming feedback is the demonstration of the commitment to self improvement, and therefore showing gratitude and grace when others are giving feedback or critique you, your efforts, services and/or products.
Humour	Humour refers to the consistent demonstration of the ability to “lighten up”, have a bit of fun and laugh.

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Criteria	Definition
IMPACT	
Contribution to Others	Contribution to others refers to the consistent mindfulness of your broader impact on others, and includes a demonstrated focus of effort toward helping others.
Inclusiveness	Inclusiveness is the demonstration of the commitment to include others in conversations, discussions, projects and ensuring no one feels left out.
Contribution to Community	Contribution to community is the demonstration of the commitment to doing something to leave a positive stamp on the broader community – local, regional and/or global.
Empathy	Empathy refers to the consistent demonstration of the ability to get out of your own way and walk in the shoes of another with the sincere desire to attempt to understand from another's perspective.
Drive to Improve	Drive to improve is the demonstration of the commitment to improving on or enhancing your last best effort.
Environmentally Responsible	Environmentally responsible refers to the consistent demonstration and follow through accountability of the understanding of your impact on the environment, including the commitment to easing the burden mankind has created on mother nature.
Providing Feedback with Sensitivity	Providing feedback with sensitivity refers to the consistent demonstration of the ability to know how to give feedback in a constructive and positive manner, leaving the person feeling they are able to move forward with strong direction.
Opportunity Focused	Opportunity-focused refers to demonstrating an attitude that sees failure, hardship, obstacles and hiccups as opportunities to learn and improve.
Holistic Approach to Decision Making	Holistic approach to decision making refers to the consistent demonstration of the ability to bring together a diverse range of factors when making decisions and so ensuring that your actions have a positive impact on a personal, social and global level.
Action Oriented	Action-oriented refers to the consistent demonstration of the ability to talk less and act more, to be the change you want to see in the world

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