AUTHENTICITY CODE OF CONDUCT

SCOTT MAUTZ

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(Quick Reference Guide – excerpted from Chapter 7 of *Make It Matter* by Scott Mautz)

NOTHING IS MORE TRANSPARENT than when someone's not being transparent. And the effects can be devastating. Think of the incredibly negative emotions you have toward people when they are not being transparent and you know it. It's hard to repair. Now think of how energizing it is when you are encountering someone being genuine and honest. Why wouldn't you always seek to create that kind of energy?

The truth is, most managers absolutely want to be transparent and authentic. However, the problem arises in the level of vigilance required. Well-meaning managers can ruin years of goodwill with just one unintentional slip. Adhering to a code of conduct for authenticity is one helpful way to ensure the right behaviors are always top of mind. And sharing these principles with your organization can help set behavioral expectations and standards.

What follows is a code of conduct for being authentic, informed by social science which indicates these are the "bellwether behaviors" for what constitutes someone showing up as truly authentic:

BE A BEACON OF:

- Transparency, honesty, and integrity

BE WORTHY OF:

- Belief and trust

BEHAVE:

- In a genuine, down-to-earth, and approachable manner (no matter the conditions)
- In a manner congruent with your values and character (at work and outside of work)
- With humility, humanity, and vulnerability
- Without regard to position-power, leveraging relationship-power instead

BELIEVE:

- In the power of each person bringing his or her whole self to work, and encourage individuals to bring forth their unique skills, styles, and original thinking

BE BEHOLDEN TO:

- Employees who speak truth, expose issues, and admit mistakes (and do so yourself)

BE THE FIRST TO:

- Live the values of the organization (especially if you establish them)
- Show passion and productive emotion
- Give credit away and accept blame
- Laugh, have fun, and encourage others to do the same

BE WARY OF:

- Politics and two-faced behavior

BE A PROVIDER OF:

- Truth, reality, and hope
- Genuine feedback that is positive and corrective (and from the heart)
- A safe haven for taking risks and venting frustrations