How we do our work is as important as the work we do.
What is ethical communication?

The National Communication Association (NCA) states: "ethical communication enhances human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity, and respect for self and other."

It is everyone’s job.

The internal work...
Generative Conflict

When faced with conflicts and challenges, encourage collaborative approaches by:

• Taking a problem-solving stance
• Bringing to the surface differences and encouraging the sharing of ideas
• Searching for integrative solutions
• Finding win-win solutions

(Morgan, 2006)

“Surfacing becomes a way of helping others to view conflict as normal, creative and a way of learning about diversity and difference.”

(Reinventing Organizations, by Frederic Laloux)
“When Executive Directors embrace trust building as their responsibility and value its positive impact on strategy, they will see the organization shift to a culture where trust thrives.”

- Crystel Anders, Spectrum Nonprofit Services
With many thanks:


- Ramsey, Latting / INTERGROUP COMPETENCIES, 2005


Questions?

**HUMAN SYSTEMS GROW TOWARDS WHAT THEY PERSISTENTLY ASK QUESTIONS ABOUT.**

~ COOPERIDGE & WHITNEY; p. 3

FOR ADDITIONAL QUESTIONS OR SUPPORT

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