



Code of Professional Ethics

Code of Professional Ethics Regulation

1. CBSA Code of Professional Ethics

Canadian Business Strategy Association (CBSA) sets forth this Code of Professional Ethics to guide the professional and personal conduct of members of the association and/or its certification holders.

1) A CBSA Member will act at all times with:

- (i) Responsibility for and reliability to Business needs;
- (ii) Fairness and loyalty to associates, clients and employers;
- (iii) Proficiency through commitment to high ideals of personal honour professional integrity.

2) A CBSA Member will:

- (i) At all times advocate independence of action and thought;
- (ii) Support and encourage the implementation of compliance with appropriate standards and procedures for the effective enterprise governance and management of all areas including finance, accounting, human resources, information systems, marketing and communications, business laws, ethics and strategic management;
- (iii) Maintain the privacy and confidentiality of information obtained in the course of their activities, relating to the affairs of such Member's employer or client unless acting in the course of his or her duties or except when such information is required to be disclosed in the course of any defence of himself or herself or any associate or employee in any lawsuit or other legal proceeding or against, alleged professional misconduct by order of lawful authority of Board of Directors or any committee of CBSA in the proper exercise of their duties but only to the extent necessary for such purpose;
- (iv) to inform appropriate parties of the results of work preformed, revealing all significant facts known to them including any business acquaintances or interests of which such Member's employer or client would, reasonably expect to be informed;
- (v) not, in the course of exercising his or her duties on behalf of such Member's employer or client, hold, receive, bargain for or acquire any fee, remuneration or benefit without such employer's or client's knowledge and consent; and
- (vi) Take all practical steps, in arranging any engagement as consultant; to establish a clear understanding of the scope and objectives of the work before it is commenced and to furnish the client with an estimate of cost, preferably before the engagement is commenced, but in any event as soon as possible thereafter.

3) A CBSA Member will:

- (i) Conduct himself or herself toward other Members with courtesy and good faith;
- (ii) Not commit any act that caused disrepute to the profession;
- (iii) Not engage in or counsel any business or occupation which, in the opinion of CBSA is incompatible with the professional ethics of an accredited Member of CBSA;
- (iv) Will not accept any engagement to review the work of another Member, for the same employer except with the knowledge of that Member, or except where the connection of that Member with the work has been terminated, unless the Member reviews the work of others as a part of her or his responsibilities;
- (v) Not endeavour to gain an advantage over other Members by paying or accepting a commission in securing a Business strategy position;
- (vi) Not act spitefully or in any way which may adversely reflect on the professional reputation of CBSA or the business of another Member.

4) CBSA Member s will:

- (i) Maintain competency in their respective fields and agree to undertake only those activities they can reasonably expect to complete with the necessary skills, knowledge and competence.
- (ii) Propagate the knowledge upon which the profession of Accredited Business Strategist is based to other within the profession and generally promote the advancement of the profession;
- (iii) Expose before the proper tribunals of CBSA any incompetent, unethical, illegal or unfair conduct or practice of a Member which involves the reputation, dignity or honour of Canadian Business Strategy Association (CBSA); and
- (iv) Attempt to ensure that a professional partnership or company, with which such Member is associated as partner, principal, director, officer, associate or employee, abides by the Code of Professional Ethics and the rules of professional conduct established by Canadian Business Strategy Association (CBSA).

2. Professional Misconduct

- 1) Professional Misconduct refers to "negligence" an act or an oversight in the process of carrying out work by a CBSA member that constitutes a failure to maintain the standards that a reasonable and prudent Member of equivalent designation in CBSA would maintain in the circumstances.
- 2) For the purpose of the by-laws, "professional misconduct" means:
 - (i) Carelessness
 - (ii) Violation by a CBSA Member of the act or the by-laws;
 - (iii) Undertaking work the Member is not knowledgeable to perform by virtue of his or her experience and education;
- 3) Committed or has been convicted of any criminal offence including but not limited to fraud, theft, forgery, tax evasion, and of securities laws; or
- 4) Failure of a Member to respond promptly and cooperate fully with respect to request for information and other communications from the CBSA (Canadian Business Strategy Association).
- 5) Failure to comply with this Code of Professional Ethics can result in an investigation into a member's conduct and, ultimately, in disciplinary measures.