



APBM Code of Professional Ethics for CBM Certificants 2010 CBM Recertification Cycle

As a manager I serve as society’s fiduciary for my enterprise, bringing people and resources together to create, enhance, and sustain value in products and services for the good of the public’s interest. In fulfilling my role:

- + **I recognize** that my enterprise is at the nexus of many different constituencies with diverging interests, which I will balance and reconcile over the long term.
- + **I pledge** that I will guard against decisions and behaviors that advance my own narrow ambitions and greed that can harm the enterprise I manage and the societies it serves.
- + **I promise** to understand and uphold the laws and contracts governing my own conduct, my enterprise, and the societies in which it operates. My personal behavior will be an example of integrity, consistent with my personal values and that of my enterprise. I will be equally vigilant in ensuring the integrity of others around me and bring to the authorities that represent violations of this shared professional code.
- + **I vow** to represent my enterprise’s performance accurately and transparently to all relevant parties, ensuring that investors, consumers, and the public at large can make well-informed decisions so that choices do not appear arbitrary or biased.
- + **I will not permit** considerations of race, gender, sexual orientation, religion, nationality, party politics, or social status to influence my choices to protect all individuals equally and especially those who are powerless.
- + **I will manage** my enterprise by diligently, mindfully, and conscientiously applying judgment based on the best knowledge available and with the consultation of my colleagues and experts. I will stay abreast of the evolving knowledge in the management field with self-development and continuing education programs, remain open to innovation, and pursue continuous learning and improvement opportunities.
- + **I recognize** that my stature and privileges as a professional stem from the honor and trust that the profession as a whole enjoys, and I accept my responsibility for embodying, protecting, and developing the standards of the management profession.

Violation of any one of the above ethical roles and principles will lead to disciplinary actions such as suspension or termination of APBM Membership and revocation of the CBM Credential, thus providing an exit point from the profession. As part of annual recertification requirements, each CBM Certificant must physically sign the APBM Code of Professional Ethics document and submit to the APBM in order to demonstrate a strong commitment and strict adherence to the above ethical roles and principles for life.

CBM Certificant Name: _____

CBM Certificate Number: _____

Signature: _____

Date Signed: _____