



ACUMEN STRATEGIC PARTNERS' ETHICAL POLICY

We are committed to growing our business in such a way as to enhance the reputation of the wider profession and to build a community of business partners where trust and mutual respect are both the rule and the norm. As such, we expect that should you elect to join our community you share our values and agree to conduct all your activities in accordance with our Code of Ethics:

- Promote, mentor and support powerfully. Do so accurately and responsibly. Tell the truth in a candid and transparent manner.
- Make only fair and reasonable claims for our services and income opportunity. Don't make promises you cannot keep.
- Welcome and support people of all backgrounds, identities and abilities.
- Encourage those already being courted by other Acumen Strategic Partners to enrol with them. Never undermine the prospecting efforts of your fellow Team Partners.



- Conduct yourself and your affairs professionally. Be kind and considerate to others.
- Encourage Team Partners or Distributors building in competitive companies to focus on that company. Champion every company and every leader who has the courage to build their career as a professional in our industry. Our profession needs trust, community, respect and mutual support. Don't make happy people unhappy people.
- Consider the perspective and position of others. We all depend on each other to produce our best work as a community. Your actions will always carry an affect on others and you should always remain mindful of their impact.
- Give active voice to your occasional concerns discreetly with individuals directly and send your enthusiasm and praise out through your ranks each day.
- Leadership is the core skill here. Lead by example. Lead through your praise and recognition, through your performance and through your integrity.
- Walk your talk. Take responsibility for your hard-earned successes and your occasional setbacks. Ensure your long-term success through a commitment to day-to-day action regardless of how you're feeling in the moment. However you define it, make success happen for you and your family. There are a million reasons why not.

