

# Code of Conduct

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A combination of my principles, rules and standards that have guided my decisions throughout my career.

## Integrity

- Being honest
  - Honesty is the cornerstone for all success
  - You can hurt someone to the bone –and feel self-righteousness about it at the same time.
  
- Ethical
  - “Do the Right Thing”
  
- Open & Honest Communication
  - “People will forget what you said....People will forget what you did...but people will never forget how you made them feel” Maya Angelou
  
- Character
  - Isn't something you are born with & can't change
  - The best index to a persons character is
    - a) how you treat someone that can't do you any good (there is no benefit to you)
    - b) how you treat people who can't fight back.
  - Keep confidences

## Respect

- Listen carefully when others speak
  - Let others “dump their bucket” (I understand how you feel) – then empathize
  - Don't defend while they are “dumping their bucket”.
  - How often have you been in a meeting and someone asks a question on a topic that was just covered
  
- Don't interrupt
  - Fight the temptation to jump in and make your point or comment

## **Accountability**

- Take responsibility
  - Embrace feedback, seek it out, and don't be defensive
  - Do what you say you are going to do (credibility)
  
- Professionalism
  - We have all heard it. "It's not what you say, it's how you say it."
  - Alcohol at conferences and company events – don't be the one everyone is talking about the next day
    - "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently" Warren Buffet

## **Performance Excellence**

- Teamwork
  - "It's better to hang out with people better than you. Pick out associates whose behavior is better than yours and you'll drift in that direction." Warren Buffet
  - You can only be successful if those around you are successful
  - Take a genuine interest in the success of others
  
- Networking
  - Within your company, within your industry, with your competitors
  - Attend conferences and organizations such as this
  
- Seek out Information
  - Ask questions
  - Story of how I formed a relationship with A.L., thus having the opportunity of a lifetime for equity in a company
  
- Read
  - Don't just read the easy stuff. You will be entertained by it, but you will never grow from it
  - Choose a variety of books - Business book w/ finances, autobiography, fiction
  - Read on Airplanes, USA Today, Business Week, Wall Street, Industry Articles
  
- Pride in one's work (attention to detail)
  - Proofread emails
  - RFP's - go the extra mile

## **Closing**

“You can only become truly accomplished at something you love. Don’t make money your goal, instead pursue the things you love doing, and then do them so well that people can’t take their eyes off you.”

Maya Angelou