

# NEWSLETTER



**PROMOTE HONESTY  
AND  
TRANSPARENCY**



**FOSTER SUSTAINABLE  
ETHICAL BUSINESS  
PRACTISES**



**RECOGNISE  
CHAMPIONS OF GOOD  
BUSINESS ETHICS**

## INTEGRITY VS PROFITS

**“WHY ETHICS AND LEADERSHIP ARE  
INSEPARABLE: THE KEY TO BUILDING  
TRUST AND LONG-TERM SUCCESS!”**

### **“CHAIRMAN’S INSIGHTS: NAVIGATING TODAY’S CHALLENGES - FROM THE EXECUTIVE DESK”**

"Leadership and ethics are inseparable. For leaders to be effective over the long haul, they must demonstrate a commitment to ethical conduct, act with integrity, and earn trust and credibility. Ethical leadership not only helps build excellent organizations but also leads to a fulfilling and meaningful life."

K.Haridas

### **THE ROLE OF INTEGRITY AND TRUST IN EFFECTIVE LEADERSHIP**

Gregg Vanourek explores the inseparable link between ethics and leadership. The article originated from a student's question during a leadership lecture: "Why are we talking about ethics?" Vanourek explains that leadership inherently involves ethical choices, touching on values like honesty, integrity, and trust. He highlights the challenges of ethical leadership, such as pressures to act unethically and conflicting values, but stresses the long-term benefits, including building trust, credibility, and leading a fulfilling life. Ultimately, ethical leadership leads to enduring, positive outcomes for individuals and organizations.

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