



## Integrity

***“Discernment of, acting on and speaking out based on what is right.”***

Integrity is not just a word on a webpage or a wall poster at Acme Inc. We believe integrity is our most valuable asset. In a world of organizations and individuals who operate intentionally in the gray areas of business, Acme Inc. chooses to be different.

**Acme Inc. values our own integrity, and the integrity of others above all else.**

**“We do not deal in grays. Only black and white.”**

The line between black and white is not a thick gray line based on situational ethics or legal language. Acme Inc. believes we have a moral obligation that draws a distinct line in the sand. If we cross that line, we lose our most valuable asset, our integrity.

### **Integrity Requires Three Things:**

1. **Discernment:** The ability to determine what is morally the right thing to do in every situation. We believe that knowledge is in all of us. Call it your conscience, a gut check, or the Holy Spirit, but the knowledge is there.
2. **Acting:** We act on what we believe is right, even if it may cost us personally or cost us business.
3. **Speaking:** We speak out for what is right. We will not silently watch an injustice or quietly disagree with a partial truth.

### **Integrity In Practice at Acme Inc.:**

- We will keep our promises to our customers and to each other.
- We will speak with candor and in a straightforward manner.
- We will be responsible for our actions and the actions of others on our team.
- We will always challenge a potential integrity issue.
- We will determine what the right thing to do is, no matter our circumstances.

As Billy Graham said:

“When wealth is lost, nothing is lost; when health is lost, something is lost; when character is lost, all is lost.”

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*“Well done is better than well said.” ~Benjamin Franklin*