

# The TrustLeader Pledge

We commit to communicating, behaving, and leading in ways that build trust with our customers, employees, partners, and communities. By signing this pledge, we dedicate ourselves to the following standards of conduct and accountability:

- **Following the Principles.** We will communicate with complete transparency, act in alignment with our customers, and lead with unwavering ethical conviction.
- **Always Prioritizing Trust.** We will only pursue decisions that build trust; if they don't, we won't.
- **Competence.** We will prove our expertise with evidence, teach openly, and improve continuously.
- **Reliability.** We will set clear expectations, deliver on time and on spec, and communicate early when risks arise.
- **Integrity.** We will not compromise our core values. When we fall short, we will own it, make it right fast, and fix the root cause.
- **Empathy.** We will listen first, reflect on what we heard, and respond to real fears, constraints, and goals.
- **Respect.** We will value our customers' time and autonomy, communicate clearly, and compete fairly—even when a rival is the better fit.
- **Benevolence.** We will put our customers' long-term interests ahead of our short-term gain—even if it means saying no to a sale.
- **Shared Values.** We will define, live, and communicate our values—and choose partners and policies that align with those values.
- **Customer Empowerment.** We will give our customers control: transparent pricing, self-service tools, reversible choices, and easy data rights.
- **Ethical Disruption.** We will challenge unfair norms, publish better standards, and invite independent verification.
- **Continuously Learning and Improving.** We will measure, learn, and refine—treating trust as a practice, not a milestone.

Authorized Signatory \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Witness / Board Representative \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

(Optional) Department Leads / Council Signatures:

\_\_\_\_\_

Annual re-affirmation date: \_\_\_\_\_