

Code of Ethics

All members of the Consulting Alliance shall represent the Alliance and the profession of consulting with integrity and professionalism. Adherence to this Code is an assurance to clients and the general public that members of the Alliance maintain the highest standards of professionalism in their conduct with clients, the clients' customers and stakeholders, and their colleagues. All members of the Consulting Alliance are responsible to uphold this Code of Ethics.

Responsibilities to the Client

A member shall always act in the best interest of the client, providing professional services with integrity, objectivity, and independence.

A member shall accept only those assignments for which the member has the qualifications, knowledge and skill to serve the client effectively.

A member shall, before accepting an assignment, reach a mutual understanding with the client as to the objectives, scope, work plan, and costs. A member shall establish fee arrangements with a client in advance of any substantive work

A member shall avoid conflicts of interest or the appearance of such. Members shall not accept simultaneous assignments from two or more clients who have potentially conflicting interests without informing all parties in advance and securing all parties' prior agreement.

The member shall treat clients' information as confidential and take all reasonable steps to prevent it from access by unauthorized people. A member shall not take advantage of such privileged information for use by the member, the member's firm or another client, without appropriate permission.

A member shall not engage in any malfeasance, dangerous behavior, or illegal activities in any matter related to an assignment and shall report to appropriate authorities within or external to a client organization any such activities discovered within the scope of an assignment.

Responsibilities to the Profession of Consulting

A member shall not adopt any method of obtaining business that detracts from the professional image of the Alliance or its members including, but not limited to:

- advertising services in a deceptive manner;
- misrepresenting his/her qualifications or experience;
- denigrating other individual consulting practitioners, consulting firms, or the consulting profession.

Other than submitting a bid in an openly announced competition for consulting services, a member shall not knowingly undertake activities designed to appropriate business from a fellow member who has an existing relationship with a client for the same or similar services.

A member shall respect the rights of consulting colleagues and firms and shall not use their proprietary information or methodologies without permission.

A member shall promote adherence to the Code of Ethics by other member consultants and other colleagues, whether or not working on the member's behalf. If a member perceives a violation of the Code of Ethics by another member, he or she shall report it to the Executive Board of the Consulting Alliance.