



CODE OF
PROFESSIONAL
CONDUCT

DARLA BONK
CONSULTING

LEAD BOLDLY. LIVE FULLY.

CODE OF PROFESSIONAL CONDUCT

PURPOSE

This Code articulates the ethical standards we follow in every consulting engagement. It fosters trust in our profession, drives measurable value for clients, protects broader society and the consulting community, and aligns with ICMCI's expectations.

1. SERVING THE INTERESTS OF CLIENTS

AS PROFESSIONAL CONSULTANTS AT DARLA BONK CONSULTING WE WILL:

- 1.1. Prioritize clients' interests and act with due care, competence and diligence at all times.
- 1.2. Provide sound, relevant advice based on the client's needs, context and goals.
- 1.3. Act independently and objectively; establish facts, exercise informed judgement, and avoid undue bias.
- 1.4. Recognize, disclose and manage conflicts of interest (or perceptions thereof); protect client confidentiality.
- 1.5. Follow a documented, repeatable consulting process consistent with recognized standards (e.g., ISO 20700:2017) and adapt it to the assignment.
- 1.6. Demonstrate personal integrity: honesty, respect, transparency, reliability, responsiveness, robustness.
- 1.7. Maintain and develop professional competence; foster creativity, agility and quality in client-facing work.

2. SERVING THE INTERESTS OF SOCIETY

WE WILL:

- 2.1. Comply with all relevant laws, regulations and accepted professional standards in jurisdictions where we operate.
- 2.2. Respect and promote social and environmental responsibility—evaluate and mitigate the broader impact of our work, conserve resources where possible.
- 2.3. Integrate awareness of the United Nations Sustainable Development Goals (SDGs) into our consulting engagements where relevant.
- 2.4. Respect diversity of culture, belief, religion, race and gender; acknowledge and work with differences in customs and practices.
- 2.5. Uphold the principles of ISO 26000:2010 (Social Responsibility) and relevant anti-bribery guidelines (e.g., Organization for Economic Co-operation and Development (OECD) Anti-Bribery Recommendation) in all our work.
- 2.6. Communicate externally honestly, openly and truthfully.

3. SERVING THE INTERESTS OF THE ORGANIZATION WE WORK WITH (CLIENT/EMPLOYER/HOST)

WE WILL:

- 3.1. Support the organization's objectives, safeguard its reputation and assets, and align personal conduct with corporate values.
- 3.2. Observe lawful policies, procedures and practices; contribute to their advancement where beneficial.
- 3.3. Raise concerns about any conduct or practice that appears improper or falls below professional standards, and take corrective action as appropriate.
- 3.4. In the interests of all stakeholders:
 - Understand their interests and respond fairly.
 - Protect confidential and/or proprietary information.
 - Build business relationships based on trust and mutual respect.
 - Neither offer nor accept gifts, hospitality or services that could create or imply improper obligations.
 - Avoid unlawful or anti-competitive practices.

4. SERVING THE INTERESTS OF THOSE WE WORK WITH (COLLEAGUES, TEAMS, PARTNERS)

WE WILL:

- 4.1. Recognize colleagues' responsibilities, authority and accountability; offer support where possible.
- 4.2. Act consistently and fairly when addressing performance or behavioral shortfalls.
- 4.3. Foster open, transparent communication—address issues promptly, frankly and effectively.
- 4.4. Safeguard physical and mental health, safety and well-being of colleagues; recognize the pressures they face.
- 4.5. Ensure every individual is treated fairly and respectfully; promote diversity, equity and inclusion.
- 4.6. Encourage the development of colleagues' skills, support career progression and acknowledge their contributions.

5. SERVING THE INTERESTS OF THE CONSULTING PROFESSION

WE WILL:

- 5.1. Respect and uphold the integrity, reputation and standing of the consulting profession; avoid conduct that diminishes public confidence.
- 5.2. Promote the profession's image and understanding — including the nature of the management consulting market and its stakeholders.
- 5.3. Respect intellectual property rights of all stakeholders; protect and acknowledge shared materials and knowledge.
- 5.4. Seek, welcome and act on feedback from clients, peers and professional bodies to enhance our practice.
- 5.5. Adhere fully to this Code, and encourage our industry peers to follow similar standards.

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COMMITMENT

By associating with Darla Bonk Consulting LLC, every team member, partner and contractor commits to abide by this Code of Professional Conduct, to encourage its application, and to raise concerns when they observe deviations. This is more than a formal document; it underpins our promise to lead boldly, live fully, and make a positive impact.