

Openness and dialogue

The foundations of efficacious communication are the constant dialogue with stakeholders and audiences, and the transparency of ties and obligations.

The communications professional:

- promotes a multilateral dialogue
- actively and proactively makes accessible the information relevant to the stakeholders
- explicitly discloses the involvement of an employer or a client in the content of a message or publication pertaining to them
- openly discloses his or her pertinent interests, ties and obligations

Honesty

Professional, efficacious communication is always truthful.

The communications professional:

- distinguishes views and opinions from factual claims
- does not make claims that he or she knows are erroneous
- does not make true claims in a manner that gives a misleading impression
- corrects a claim that turns out to be erroneous

Reliability

Trust is the foundation of functioning stakeholder relations.

The communications professional:

- always acts in accordance with the interest of an employer or a client
- proactively discloses potential conflicts of interests
- detects and discloses challenges and risks concerning communication
- enhances the reliability of an employer or a client in all circumstances
- utilizes confidential information concerning an employer or a client only in ways mutually agreed upon

Respectfulness

Professionalism entails the development of skills and the ability to show respect towards members of one's own and other professions.

The communications professional:

- enhances his or her competence

- develops the communication competence and the culture of communication within his or her organization
- maintains a respectful attitude towards colleagues and members of other professions
- appreciates the diversity of the stakeholders and publics
- participates in public discourse responsibly and in a manner that is respectful towards all parties