



Iran Management Consultants Association (IMCA)

Appendix 3 – Code of Conduct

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Introduction

The **Code of Professional Conduct** describes the expected behavioral standards of **Management Consulting Service Providers (MCSPs)** within the global community of management consultants.

This Charter articulates both the **ideals we aspire to achieve** and the **behaviors that are mandatory** in our professional roles.

The purpose of this Code is to **foster trust in the consulting profession** and to assist individuals in becoming more successful consultants. We pursue this goal by establishing a **shared understanding across the profession** of what constitutes appropriate professional behavior. We believe that the **credibility and reputation** of the consulting profession are the result of the **collective conduct of its individual members**.

We recognize that a management consultant bears **multiple responsibilities** — towards the **client**, the **society**, the **organization** for which they work, their **colleagues**, and the **profession of management consulting as a whole**.

Given the **membership of the Association** in the *International Council of Management Consulting Institutes (ICMCI)*, this **Code of Professional Conduct** of the Association has been **fully aligned** with the **ICMCI Code of Professional Conduct**. In accordance with the ICMCI requirements, adherence to and implementation of these ethical codes are **mandatory** for all member consultants of the Association and for holders of the **CMC designation**.

All consultants and members of the Association are expected to **uphold, embody, and commit** to the accurate implementation of this Code in all their **professional and personal interactions**, thereby contributing to the development of an **ethical, unified, trusted, and expanding profession**.

1. Serving the interests of Clients – as a professional Management Consultant, I will:

- 1.1 Put client interests first, doing whatever it takes to serve them to the highest possible standards at all times, handling assignments with efficiency and effectiveness, responsibility and accountability, and with focus on impartiality, legitimacy, capability, and legality.
- 1.2 Ensure professional advice is sound and relevant to the client's needs.
- 1.3 Act independently and objectively, exercising professional care, establishing the facts of a situation to enable an informed and experienced judgement.
- 1.4 Consider the possibility of any conflict of interest, or the perception of such a conflict, and take all reasonable steps to protect each client's interests and confidentiality. Be aware of any Client's code of conduct and take appropriate action, including informing the client if there is a compliance issue.
- 1.5 Follow a process for managing the consulting assignment that conforms to the guidelines given in ISO 20700:2017 (Guidelines for management consultancy services).

- 1.6 Demonstrate the personal qualities and good practices of a professional consultant, including: Honesty, Respect, Integrity, Independence, Objectivity, Commitment, Robustness, and transparency of communication. Set high personal standards, respect confidentiality, and be courteous, reliable, and responsive in dealing with others.
- 1.7 Maintain currency in all the competencies required to carry out consultancy assignments and add value to clients. Create an environment that enables others working with me to be creative, agile, innovative, and value quality.

2. Serving the interests of Society – as a professional Management Consultant, I will:

- 2.1 Ensure that I am aware of, and comply with, all relevant legislation and regulations in the country where I am operating.
- 2.2 Respect social, environmental, and wider corporate responsibility concerns, assessing the impact of my actions on the environment and society around me, and seeking to conserve resources wherever possible.
- 2.3 Consider the application of the UN Sustainable Development Goals in all assignments.
- 2.4 Understand, accept, and manage diversity in terms of culture, beliefs, religion, race, and gender, respecting the customs, practices, and reasonable ambitions of others.
- 2.5 Understand and apply the principles of Corporate Social Responsibility, following guidelines that conform to ISO 26000:2010 (Social Responsibility), encouraging clients to adopt CSR principles in their organization.
- 2.6 Understand and apply the principles of the 2009 Anti-Bribery Recommendation from OECD.
- 2.7 Be honest, open, and truthful in all external communication.

3 Serving the interests of the Organization I work for – as a professional Management Consultant, I will:

- 3.1 Make every effort to support the organization's overall objectives, safeguard its reputation and assets, and reconcile personal and corporate values.
- 3.2 Uphold lawful policies, practices, and procedures and contribute to their enhancement in the interests of good management practice.
- 3.3 Address issues I perceive as improper, or as falling below acceptable standards of professional practice and apply relevant corrective actions.
- 3.4 In the interests of all the organization's stakeholders I will: ensure that I properly understand their interests and respond to them in a balanced manner; safeguard all confidential and/or proprietary information that comes into my possession; establish, maintain and develop business relationships based on mutual confidence and trust; neither offer nor accept gifts, hospitality or services which

could create, or imply, an improper obligation; refrain from entering into any agreement or undertake any activity which is unlawful or anti-competitive.

4 Serving the interests of those I work with – as a professional Management Consultant, I will:

- 4.1 Understand my colleagues' responsibilities, areas of authority, and accountability, and offer them my support.
- 4.2 Act consistently and fairly when addressing any shortfall in performance or standards of behavior.
- 4.3 Maintain a culture of openness and transparency in communications, where issues may be addressed in a frank, timely, and effective manner.
- 4.4 Have regard for the physical and mental health, safety, and well-being of colleagues, recognizing their specific needs and the pressures and problems they face.
- 4.5 Ensure that every individual is treated fairly and that diversity is respected.
- 4.6 Encourage and assist colleagues to develop their skills and progress their careers, valuing the contribution that they may make, and recognizing their achievements

5 Serving the interests of the Consultancy Profession– as a professional Management Consultant, I will:

- 5.1 Have respect for the profession, upholding its integrity and good standing and refraining from conduct which detracts from its reputation and public confidence.
- 5.2 Promote the image and standing of the profession, demonstrating understanding of the nature of the management consultancy market and all its stakeholders.
- 5.3 Respect the intellectual property of all stakeholders, including materials that may be shared among various stakeholders.
- 5.4 Seek and act on feedback from clients and professional leaders to promote the development of the profession.
- 5.5 Observe the standards of conduct and practice as set out in this Code.