

Scottsdale Chamber of Commerce Leads Group Code of Ethics

A Commitment to Value and Relationships

Preamble: Our group is founded on the principle that genuine, lasting business success comes from building a community of trusted professionals. We prioritize creating value for one another and fostering long-term relationships over the short-term pursuit of leads. This Code of Ethics is the cornerstone of our culture, ensuring our interactions are meaningful, supportive, and mutually beneficial.

Membership Checklist

As a member of this group, I commit to upholding the following principles:

Section 1: My Commitment to the Group & Its Culture

- ☐ **I will be a contributor, not just a taker.** I understand that the value I receive from this group is directly related to the value I contribute. My primary focus will be on how I can help fellow members.
- ☐ **I will be consistently present and engaged.** I will attend meetings regularly, arrive on time, and actively participate, as I understand that consistency is the foundation of trust and relationship building.
- ☐ **I will uphold a positive and supportive attitude.** I will celebrate the successes of others and contribute to a welcoming, inclusive, and professional atmosphere for all members and guests.
- ☐ **I will invest in the group's growth.** I will actively seek to promote the Scottsdale Chamber, its members, and invite guests to chamber events like ribbon cuttings.

Section 2: My Interactions with Fellow Members

- ☐ **I will schedule regular one-on-one meetings.** The primary goal of these meetings will be to learn about a fellow member's business, understand their challenges, and discover how I can be a resource for them.
- ☐ **I will practice deep listening.** I will focus on understanding my fellow members' needs before I seek to promote my own products or services.
- ☐ **I will provide thoughtful introductions, not just "leads."** When I connect a member with someone in my network, I will ensure the introduction is well-vetted and likely to be of mutual value.
- ☐ **I will follow through promptly and professionally.** When I receive a referral, I will handle it with care and professionalism, knowing that my actions reflect on the member

who referred me and the group as a whole.

- ☐ **I will respect members' time and boundaries.** I will refrain from high-pressure sales tactics and will not use the group roster for unsolicited mass communications (spam).

Section 3: My Commitment to Professional Integrity

- ☐ **I will represent my business and profession with honesty and accuracy.**
- ☐ **I will deliver excellent service and quality work.** I will uphold the highest standards for any client, especially those referred to me by a group member, to protect the reputation of all.
- ☐ **I will maintain confidentiality.** I will treat information shared by members in confidence with the utmost respect and discretion.
- ☐ **I will address any potential conflicts of interest proactively and transparently.**
- ☐ **I will serve as a positive ambassador for our group** in all my professional dealings.

Member Pledge:

By signing below, I acknowledge that I have read, understood, and agree to abide by this Code of Ethics. I am committed to the principle of creating value and building genuine relationships as the foundation of my participation in this group.

Name: _____

Signature: _____

Date: _____