

Five-Question Test: 1. Is it true? 2. Am I honest, sincere and open? 3. Is it fair? 4. Will it promote trust and goodwill? 5. Will it promote the well-being of everyone involved?

OBLIGATIONS -> QUALITATIVE		INNOVATIVE	PREPARED	FLEXIBLE	COMPETENT	VALUE-ORIENTED
Definition, what is involved	Creating trust. Thoughts and actions that lead to greater effectiveness, tangible well-being and recognition.	The ability and courage to develop new ideas and the personal initiative to implement improvements within the framework of the company's fundamentals and goals.	Full engagement of one's own abilities and resources in facing our goals, addressing them jointly and without reservations, even going above and beyond one's own responsibilities to do so.	The ability and readiness to react to diverse situations appropriately and more quickly, effectively and convincingly than others.	Recognised competence and proven knowledge in leadership and one's professional field, paired with practical intelligence, common sense and communication skills.	Be virtuous and holistically healthy, adhere to the UN Declaration of Human Duties and Responsibilities, the Trust Ethos and this Cophy Sheet. Find happiness in increasing the substance and meaning of the tangible and intangible values outlined in this document.
Qualities and Characteristics	<ul style="list-style-type: none">• Be Friendly• Trust Ethos-compliant• Act with integrity• Critical self-awareness• Be keen to learn• Conscious of responsibilities• A good person• Frugal• Time-conscious• Aware of obligations• Dependable• Disciplined• Punctual• Goal-setting• Constructively critical	<ul style="list-style-type: none">• Recognise opportunities for improvement• Have the courage to change• Identify problems• Make good decisions• Work sustainably• Learn from others• Develop new ideas• Be knowledge-seeking and curious• Enthusiastic• Idealistic• Imaginative• Meaning-oriented	<ul style="list-style-type: none">• Anticipate challenges• Take the initiative• Face challenges• Demonstrate commitment• Willingness to serve• Be actively productive• Think and act independently• Strive for the extraordinary• Show courage• Be prepared to take risks• Dependable and resilient• Expand your horizons for personal growth• Help others• Stay focused	<ul style="list-style-type: none">• Be willing to adjust to changed conditions• Learn from others• Be free• Customer-oriented• Act and react independently• Be versatile• Situationally appropriate• Adaptable• Cooperative• Meet expectations• Act more swiftly than others• Learn to listen	<ul style="list-style-type: none">• Be recognised as expert by both internal and external stakeholders• Be professional• Actively productive• Purpose-driven• Do what can be achieved• Be collaborative• Trustworthy• Document experience• Strive for the best solutions• Develop better ideas• Be tolerant• Make use of friendship	<ul style="list-style-type: none">• Be ethical• Thorough• Conscientious• Profit-oriented• Trustworthy• Cost-benefit aware• Peaceful• Law-abiding• Conscious of tradition• Attentive to local needs• Socially responsible• Authentic• Tenacious• Loyal• Live these core values• Hold trust as sacred

UN Declaration of Human Duties and Responsibilities Freedom from Violence Justice Truthfulness Gender Equality Ecological Responsibility

Path to Success

Knowledge → Analysis → Definition → Assess Goals → Possible solutions → Evaluation → Decision → Implementation → Review → Humane profit?

Trustethos for trust-building in performance-oriented business – Five-Question Test – Golden Rule – Global Ethic

Motto ... Through competence and innovation reap quality and reward in service of students and leaders

Credo ... Enjoy to serve – improve – create VALUES



Life's core values : trust sincerely; be true, faithful and friendly; be able to rejoice and love; nurture physical and spiritual health.

Learn to be virtuous: – t – // – – – mble // belief - hope - love // humility