

**I pledge allegiance, in my heart and soul, to the concepts of honesty, integrity, and quality in business. I recognize that the cornerstone of success is treating all stakeholders fairly, with compassion, and with a commitment to service. Working from abundance, I recognize that even my competitors can become important allies. I will not tolerate crooked practices in my business, from co-workers, direct or indirect reports, supervisors, managers, suppliers, or anyone else—and if I encounter such practices, I will refuse to go along with them and report them to appropriate authorities within and outside the company. I pledge to support the “triple bottom line” of environmental, social, and financial responsibility. And I pledge to participate in a serious effort to focus the business community on these principles, by sharing this message with at least 100 other business leaders.**