

## Overview

At YPO, we welcome extraordinary leaders to grow stronger together, to improve lives, businesses and our world. Members engage in YPO, holding themselves to the highest standards, connecting with one another to be “Better Leaders through Lifelong Learning and Idea Exchange™”.

Members are expected to conduct themselves in an appropriate manner that reflects well on the Organization, as ambassadors for YPO and for each other. Our strength as a community is to engage with a common set of principles and be guided by a common set of values.

This Community Standards Manual sets forth the principles, values and expectations (the “Community Standards”) for all Members and their families and guests (the “YPO Community”).

This Manual will be administered by the Global Conduct Committee (GCC) with the oversight by the YPO Global Board of Directors. The GCC will be responsible for determining and adjudicating violations as set forth by the Conduct Review Process in the Operations Manual, and it may also make recommendations to the Global Board regarding changes to these Community Standards.

## Our Guiding Principles

The following principles explain how YPO conducts its business to achieve its purpose, as they describe

- Who we are,
  - What we want to achieve, and
  - How we engage with each other
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- ▶ We are a community of peers, honoring each unique personal journey.
    - We collaborate as equal peers with respect and goodwill.
    - We act as servant leaders with humility and integrity.
    - We foster all aspects of our members (business, community, personal, family).
  - ▶ We strive to become better leaders and better people.
    - We pursue excellence in lifelong learning.
    - We engage in different ideas and perspectives through a diverse membership.
    - We create impact in the communities we serve.
  - ▶ We connect through a safe haven of trust.
    - We take confidentiality seriously.
    - We are authentic, open, and inclusive.
    - We seek meaningful connections above transactions.

## Our Core Values

Our Core Values are shared across the community and define how we behave and engage in our YPO interactions.

**GENEROSITY** is the essence of servant leaders

**RESPECT** is the basis of a meaningful connection

**INCLUSIVITY** is at the heart of a curious and open mind

**TRUST** is the result of being your authentic self

## ► GENEROSITY

- We engage in the YPO community with a spirit of goodwill and generosity to openly share experiences and ideas.
- We have a unique learning opportunity to be a leader of leaders. The more you give, the more you get. Therefore, Member Champions are at the core of all that we do, as we expect all Members to serve the Organization as part of their YPO journey.
- We encourage our spouse/partners and our children to partake in the experience of participating in the Organization together with us as an important part of our member experience.
- We understand that when we are together, the interest of our YPO Community is above our individual interests.

## ► RESPECT

- We act with integrity in our personal and professional life at all times and avoid behavior that harms the reputation of other Members and of YPO, which includes abiding by applicable laws as a minimum threshold.
- We treat one another and all in our YPO Community with the highest respect and attention, striving to respond to Members within 24 hours.
- We hold our ethical standards above those who are outside of our YPO Community, valuing relationship over any transaction, and proactively addressing disagreements and countervails in a respectful exchange when they appear.
- We encourage open contact between Members, both in person and virtually, for networking purposes, but we do not solicit other Members unless clearly invited to do so. We use extra caution when using a Member's contact and personal information, and always respect when a Member says no.
- We are a member-led Organization in partnership with a management team who supports the work we do. We collaborate and engage with them as respectful partners for the betterment of our Organization and each other.

## ► INCLUSIVITY

- We interact as equal peers and do not tolerate discrimination in any form.
- We embrace diversity of thought as a key foundation of YPO, and as a proxy, seek a diverse membership base, to include different cultures, backgrounds and representations.
- We approach controversial topics with equanimity, are open to multiple perspectives, and engage in a positive learning environment, by respecting the YPO "Learning Boundaries", even if those multiple facets may be different from our own.
- We respect our differences and do not tolerate harassment in any form, by anyone in our YPO Community. We foster an environment of belonging that is positive, safe, empathetic and inclusive of each person's individuality.

## ► TRUST

- We show up as our authentic selves and give others space to be vulnerable and open. Every authentic and vulnerable interaction encourages others to act similarly.
- We listen humbly and seek to understand the other's experiences and perspectives without judgment.
- We abide by "Nothing. Nobody. Never." in all Forum type interactions. Member information must be treated as confidential at all times, therefore we do not provide member contact information or other personal information to a non-member for any reason nor aggregate such information for non-YPO use.
- We disclose known potential conflicts of interest in our interactions and should always lean towards more disclosure to engage with one another in a clear and transparent way, not intentionally omitting important or relevant facts to deceive others or putting our interests above the Organization's.
- We are proud and honored by our membership in YPO and are encouraged to list our status as members of YPO and trusted to use YPO's trademark within its brand guidelines.

## Enforcement Of Our Community Standards

This Manual applies to every Member and all those who interact in the YPO Community as a code of conduct. Members are responsible for the conduct of their family members and guests they bring into the YPO Community. Any violation of the principles, values and expectations in this Manual may subject the Member and their families or guests to a Conduct Committee review, whose direction or decision must be complied with.

## Potential Violations of Our Community Standards.

As a community, we seek to provide an environment of high ethical standards, non-discrimination, non-harassment, non-solicitation, confidentiality and trust, that allows us to become better leaders through an open exchange of ideas within our Learning Boundaries, while protecting our reputation as the premier leadership Organization in the world. This Section provides further guidance (but is by no means exhaustive) on violations of our community standards:

- A Member has behaved unethically if the Member:
  - Is legally charged with committing a crime considered a felony (or comparable category in the relevant jurisdiction) and/or is imprisoned.
  - Has committed a civil act of fraud, deceit, dishonesty, theft, or moral turpitude.
  - Has committed an act of public disrepute or scandal that affects the reputation of YPO or its membership.
  - Has made material misstatement of fact on the Member's membership application or on the Member's recertification statement.
- A Member has violated our environment of non-discrimination if the Member excludes another Member's participation because of their race, color, national origin, religion, culture, surname, gender, sexual orientation, age, qualified disabilities, political views, business industry, business type or other demographic factors, provided, however, there may be programs offered by YPO that, by virtue of the subject matter, are better suited for certain demographics than others, and there may be other circumstances where local laws and customs prevail over such rules.
- A Member has violated our environment of non-harassment if the Member engages in any unwelcome conduct, or any violent, threatening or demeaning behavior such as:
  - Sexual advances or requests for sexual favors.
  - Touching another's body in a sexually suggestive manner, such as by patting, grabbing, kissing, rubbing, or pinching.
  - Sexual jokes and innuendo.
  - Commentary about one's body, sexual prowess or experiences, sexual deficiencies, leering, or catcalls.
  - Displaying sexually suggestive objects or images.
  - Giving or promising to affect one's YPO experience, status, treatment, pay, or other involvement in exchange for sexual favors.
  - Insults, slurs, obscene or lewd comments or gestures.
  - Threatening, intimidating, or hostile acts.
  - Written or graphic materials that denigrate or show hostility or aversion towards an individual or group of individuals.
  - Persistent or inappropriate communications (via phone calls, text messages, voice mail, email, and the like) or stalking.
- A Member has violated our environment of non-solicitation if the Member obtains another Member's contact information or other personal information ("Member Information") and uses it without explicit authority or permission, irrespective of the method by which such information was obtained, to:
  - Offer products and services for sale.
  - Facilitate business introductions.

- Promote a charitable or political organization or cause.
- Solicit investment or job for oneself or one's family member.
- Promote events or gatherings outside of the Member's own network or chapter through mass communication without the explicit approval from YPO.
- A Member has violated confidentiality if the Member, without explicit authorization:
  - Releases information shared in a Forum setting, unless required in legal proceedings, as part of a GCC conduct investigation, or if a situation could potentially generate imminent danger to the Member or others.
  - Disseminates Member Information outside of YPO (including Member Information as made available on YPO Connect),
  - Uses another Member's name, image or information in a publicity release, or on social media.
- A Member has violated our conflict of interest policy (and accordingly our safe haven of trust) if the Member:
  - Acts in a way that is contrary to the best interest of YPO, by acting in their self-interest to the detriment of the Organization.
  - Accepts remuneration or gifts that are not insubstantial and may be construed as currying favor or losing objectivity when acting on behalf or for the benefit of YPO.
  - Influences a YPO Management Associate to direct an outcome that may result in a direct or indirect personal benefit to the Member.
  - Promotes or contracts products or services, as a Member Champion for YPO, a company the Member or Member's family may have a direct or indirect interest in without prior consent from the YPO CEO. or
  - Does not disclose and address in an open and transparent way competing interests that may arise in a Forum type interaction.
- A Member has violated the "Learning Boundaries" if the Member:
  - Organizes or promotes an event or program that advocates, promotes or glorifies physical harm or violence to another person or group of persons.
  - Presents content that is punishable by crime in the jurisdiction in which an event or discussion is located.
  - Uses language that may be offensive, inflammatory, or simply based on opinion, and not facts. or
  - Would harm YPO's reputation by insisting on a controversial position without the appropriate counterview.
- A Member has violated the use of YPO trademark and brand guidelines if the Member:
  - Makes a public statement purporting to represent YPO, unless specifically authorized to do so by the YPO Global Chairman or the YPO Global Board of Directors.
  - Uses the YPO trademark, logo, name, letters, and other attributes in anything other than referencing themselves as a member of the Organization or in connection with official business for YPO, previously approved by the YPO CEO or the Governance and Succession Committee, as the case may be.
  - Acts publicly or has media exposure in a way that the association affects negatively YPO's reputation. or
  - Violates YPO's social media policy.
- A Member violates the safe haven of trust by:
  - Misrepresenting one's status in an organization, prior experience, company financials or other credentials, including as part of any membership certification process.
  - Omitting a material fact, or failing to correct a material misrepresentation of another, when the circumstances required disclosure to avoid a false impression. or
  - Has failed to pay YPO dues, chapter dues, or any other fees due to the chapter or the Organization.

For further detail and clarification on individual policies, please refer to the "YPO Policies" link on the YPO website.

## Application and Enforcement of the Community Standards

It is expected that every Member be a steward of the YPO Community Standards. Members must affirm each year that they understand and commit to the Community Standards.

- Enforcement of this Manual is conducted by the appropriate Conduct Committees. The consequences of a violation will vary based on the circumstances that are determined through a Conduct Committee's investigative process, with member expulsion by the Chapter or YPO as a possible consequence. Repeat offenders are addressed with less tolerance.
- This Manual provides guidance to Conduct Committees in determining whether there has been a violation of the Community Standards; however, Conduct Committee decisions are not limited to what is written in these YPO Community Standards and may be made on a case-by-case in the best interest of the Organization.
- YPO generally will not intervene or otherwise get involved in interpersonal or business disputes between members.
- The Chair of an event may expel a Member or guest from the event without refund of registration or of travel expense for conduct that discredits the Organization.

## Reporting Violations

As Members, we stand up for others, therefore we appropriately intervene and report situations when we witness violations of this Manual. Reports of potential violations of the Community Standards are handled on a strictly confidential basis. Any potential violations should be reported to any one of the following:

- [EthicsPoint](#).
- Global Conduct Committee Chair.
- Chief Executive Officer.
- Chief People Officer.
- The applicable Chapter Chair or the Network Committee Chair, in addition to the other reporting outlets, in connection with incidents arising at a Chapter or Network event or activity.

## Conduct Review Process

Please refer to the Operational Guidelines for more information on the Conduct Review Process and Authorities when a situation arises before a Conduct Committee.