



The 12 Standards: Business Application Table

Culture isn't built in meetings or mission statements—it's built on the standards people actually operate by. The table below breaks down each domain of human quality, the core meaning behind it, and why it directly matters in business. When companies understand these foundations, they can hire better, lead better, and perform better.

Domain	Standard	Core Meaning	Business Relevance
Domain 1 — Personal Conduct <i>How individuals govern themselves.</i>	1. Tell the Truth and Honor Your Word	Honesty and reliability in speech and action.	Builds trust, prevents miscommunication, reduces risk, and supports predictable operations.
	2. Take Responsibility for Your Conduct	Owning actions, including mistakes.	Eliminates blame culture, accelerates problem-solving, improves accountability.
	3. Exercise Self-Control and Restraint	Managing impulses, emotions, and reactions.	Prevents conflict escalation, protects team morale, and improves decision quality under stress.
	4. Practice Humility and Continuous Improvement	Being teachable and striving to grow.	Encourages innovation, adaptability, healthy feedback culture, and long-term performance.
Domain 2 — Interpersonal Conduct <i>How colleagues interact with others.</i>	5. Respect the Dignity of Every Person	Treat everyone with courtesy, respect, and humanity.	Improves teamwork, reduces turnover, strengthens psychological safety
	6. Act with Justice and Fairness	Make decisions based on principles, honesty, and impartiality	Supports equitable workloads, transparent processes, and trust in leadership.
	7. Promote Peace and Reduce Harm	Seek calm solutions; avoid escalation.	Leads to healthier workplace dynamics, faster conflict resolution, and fewer HR issues.
	8. Show Compassion and Mercy	Show patience and understanding.	Strengthens resilience, reduces burnout, improves team cohesion.
	9. Respect Freedom — Yours and Others	Honor boundaries, autonomy, and personal space.	Prevents micromanagement, improves productivity, reduces interpersonal friction.
Domain 3 — Collective Conduct <i>How teams uphold shared environments.</i>	10. Serve the Common Good	Act in ways that benefit the group.	Enhances collaboration, reduces operational friction, improves organizational culture.
	11. Uphold Stewardship and Responsibility Toward the Future	Consider long-term consequences.	Supports sustainable growth, ethical decisions, fiscal and operational responsibility.
	12. Honor Family and Community Bonds	Value relationships and connection.	Promotes work-life balance, increases retention, builds organizational loyalty.