

Core Ethical Principles: A Service-Oriented Approach

Thought Shift LLC is committed to operating under a strong ethical framework rooted in service, integrity, and a deep respect for the well-being of individuals and society. Our core ethical principles, drawing upon universal virtues and values, include:

- **Primacy of Service:** Our primary focus is on serving the community and empowering individuals to develop healthier habits and reduce harm. All decisions and actions will prioritize this objective.
- **Integrity and Honesty:** We will conduct all our activities with the utmost honesty and integrity. Our messaging will be truthful, evidence-based, and free from manipulation or exploitation. We will be transparent in our operations and accountable for our actions.
- **Respect and Dignity:** We will treat all individuals – those we serve, our colleagues, partners, and donors – with respect, dignity, and compassion, regardless of their background or circumstances.
- **Beneficence and Non-Maleficence:** We are committed to promoting well-being (beneficence) and avoiding harm (non-maleficence) in all our endeavors. Our messaging and campaigns will be carefully designed to encourage positive change without causing unintended negative consequences.
- **Fairness and Equity:** We will strive for fairness and equity in our outreach and services, ensuring that our messaging is accessible and relevant to diverse populations.
- **Responsibility and Accountability:** We take responsibility for the impact of our work and will be accountable to the community, our donors, and each other. We will continuously evaluate our effectiveness and strive for improvement.
- **Collaboration and Partnership:** We recognize the value of collaboration and will seek to build positive relationships with other organizations and individuals who share our mission and values.