

LDN's Code of Conduct

How We Work, Lead and Learn.

Every Person, Every Task, Every Day.

1. Our Purpose and Commitment

At LDN, we exist to transform the way people learn, lead, and work. Our Code of Conduct defines the behaviours, standards, and expectations that guide how we:

- Work with each other.
- Serve our clients and communities.
- Represent LDN in everything we do and say.

This Code applies to:

- All staff (LDN employee or contractor).
- All environments – physical, virtual, and social.

2. Our Core Principles

We commit to living our values.

Our Values



3. Expected Behaviours

At LDN, we expect all people to:

Act with Integrity

- Be honest, transparent, and ethical in all dealings.
- Avoid conflicts of interest or disclose them immediately.
- Use LDN resources responsibly.

Create Safe Environments

- Support psychological safety where people can speak up without fear.
- Actively prevent bullying, harassment, discrimination, vilification (including antisemitism), and harm.
- Follow all policies and procedures.

Respect Others

- Value diversity of thought, background, and experience.
- Listen to understand, not just respond.
- Demonstrate empathy, not judgement.
- Treat others with dignity, respect and equality.

Communicate with Conviction and Care

- Ensure communication is:
 - Verbal – clear and purposeful. ◦ Vocal – calm, confident, and respectful.
 - Visual – aligned body language and presence.
- Before acting, consider the impact of your interactions, not just the intent. **Deliver**

Excellence

- Apply evidence-based learning design (including 4MAT principles) and delivery of all learning solutions.
- Continuously improve through feedback and reflection.
- Represent LDN professionally at all times.

4. Safety – Our Non-Negotiable

At LDN, **safety is not just the absence of harm — it is the presence of conditions that enable people to thrive.**

We commit to:

- Identifying and managing physical and psychosocial risks.
- Encouraging early reporting of hazards, concerns, or near misses.
- Supporting mental health, wellbeing, and workload balance.
- Embedding safety into:
 - Training design
 - Facilitation environments
 - Client engagements

5. Diversity, Equity and Inclusion

We believe:

- Every person brings value.
- Different perspectives create better outcomes.

We commit to:

- Creating inclusive environments where all voices are heard.
- Challenging bias, stereotypes, and "single stories".
- Ensuring fairness in opportunity, development, and recognition.

6. Professional Conduct

All LDN staff must:

- Maintain confidentiality of client and organisational information.
- Protect intellectual property.
- Use digital tools (including AI) responsibly and ethically.
- Avoid behaviour that could damage LDN's reputation.

This includes:

- Social media conduct.
- Client interactions.
- Public representation.

7. Speaking Up and Raising Concerns

At LDN, **speaking up is a strength, not a risk**.

You are expected to:

- Raise concerns about:
 - Unsafe practices.
 - Unethical behaviour.
 - Breaches of this Code.

You can:

- Speak to your manager.
- Contact LDN senior leadership directly.

- Use confidential reporting channels (where applicable).

No retaliation will be tolerated against anyone who raises a concern in good faith.

8. Leadership Responsibilities

Everyone at LDN has leadership responsibilities in some capacity. All leaders at LDN are expected to:

- Model this Code consistently.
- Create environments of trust, learning, and safety.
- Support people to grow, not just perform.
- Address issues early, fairly, and constructively.

Leadership is not a position; it is ongoing, consistent and reliable behaviour.

9. Decision-Making Framework

When unsure what to do, ask:

1. Is it safe? (Physical and psychological.)
2. Is it ethical and aligned with our values?
3. Would I be comfortable if this were made public?
4. Is the decision urgent?
5. What is the impact on others and the business?
6. Am I setting a precedent in the business? (If so, speak to the CEO.)
7. Do I need to input from others?

If in doubt → Pause. Seek guidance. Choose integrity.

10. Breaches of the Code

Breaches may result in:

- Coaching or corrective action.
- Formal disciplinary action.
- Removal from training events.
- Termination of engagement.

LDN will ensure:

- Fair, transparent, and consistent processes.
- Natural justice and confidentiality.

11. Living the Code

This Code is not just a document.

It is how we:

- Show up.
- Make decisions.
- Build trust.
- Create impact.

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