

The global tolerance principles by "gt"

"The communications industry has sadly become synonymous with lies, spin and deceit. I'm really upset about that; a positively different approach is needed. That's where I come in. I do something called 'communications with conscience,' a principled approach to PR and communications.

There are five key principles that underpin who I am and underlie my success:

beneficence:

everything I do has got to be of benefit, to the people and organisations we work with, and society as a whole. As I only work with organisations and individuals with social stories, when I meet their objectives, I do something positive for society

inspirational:

I am privileged that some of the most inspirational people on the planet have worked with me; I try to be a leader, inspiring others by humbly trying to set an example, and by producing inspirational media coverage through creativity

humility:

I know its not usual for someone in my line of work to say this, but humility is central to who I am, the people involved in global tolerance, and to building the privileged and successful relationships I have built around the world. I never forget my place and remember that global tolerance is a process; my clients and their principles and social vision are the most important parts of achieving that process and always come first

sincerity:

I am always sincere; everyone in the team's personal and professional ethics are aligned, and I am the same. The only way we can be truly successful is by building sincere, heartfelt relationships.

understanding:

central to my success is that, when it comes to getting stories of social substance in the media, I know what I'm talking about. But I am also understanding in that I try and be sensitive - politically, culturally, personally - in the way I work and the way I am"


