Category

Consulting

Trusted Advisor Ethics & Independence Playbook (Acting Only in Client's Interest)

Protecting the one asset that makes advice worth taking: genuine independence from your own interests

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for maintaining genuine ethical independence as a trusted advisor — recognizing and managing the specific situations where a consultant's own commercial or reputational interests could subtly bias advice, and acting only in the client's genuine interest even when it costs the advisor something.

How is this different from the Trusted Advisor Mindset & Identity

Playbook? That playbook covers the broader internal orientation of thinking like an advisor rather than a vendor. This one is narrower and more operational — specific situations where a consultant's own commercial or reputational interest could subtly bias advice, and concrete practices for recognizing and managing them.

Isn't independence just an obvious ethical baseline every consultant

already meets? Most consultants intend to be independent, but genuine independence requires actively recognizing specific situations where interests diverge, not just having good intentions — the biases involved are often subtle enough that good intentions alone don't reliably prevent them.

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