
Positive Discipline Association

Code of Ethics

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Introduction

The Positive Discipline Association (PDA) is a non-profit membership association and the official training and certification organization for the Positive Discipline training model created by Jane Nelsen and Lynn Lott.

From the beginning, we have recognized that you, our Certified Facilitators and Trainers, are critical to our mission. We are all caretakers of Positive Discipline's reputation. How we conduct business and how we treat others — our fellow trainers, educators, clients, and local communities — will continue to determine how the world views Positive Discipline.

**We are all caretakers
of Positive Discipline's
reputation.**



Each of us is personally responsible for supporting our core values which require compliance with the laws applicable to our US based non-profit organization as well as consistent ethical conduct in our business and training operations. We have issued this *Code of Ethics* to restate our longstanding commitment to uphold these responsibilities and to provide guidance to our members.

As we move forward, compliance with this *Code of Ethics*, as it may be amended from time to time, will help ensure that our values continue to be reflected in all Positive Discipline classes and workshops. A commitment to integrity, honesty and ethics, and compliance with the letter, spirit, and intent of the policies and procedures that we adopt and implement, are critical to our continued success.

Thank you for your continued affiliation and contributions.

The Board of Directors

Mission

To create a more peaceful world by teaching Adlerian social-emotional life skills for respectful relationships.



Positive Discipline teaches important social and life skills in a manner that is respectful to both adults and children — providing concepts and skills for parents, teachers, couples, and leaders to help children and adults learn the skills to be caring, responsible, respectful, and resourceful members of their communities. Children who grow up in Positive Discipline homes develop a sense of connection to their communities (home and school), feel their collaborative problem-solving efforts are regarded as meaningful, and are less likely to engage in "mis" behavior. To be successful members of their communities, children need to be taught the necessary social-emotional skills, and adults need to learn the importance of understanding and modeling what they want to teach.

When applied in all settings including schools, homes, businesses, and interpersonal relationships, Positive Discipline educates adults about the importance of belonging and significance, respect for all people, encouragement, strategies for encouraging socially responsible behavior through the development of problem solving and communication skills.

Vision

A world where everyone feels a sense of belonging and significance with dignity and respect for all.

Purpose

1. To support its members by:
 - Providing membership to build community and support for those doing Positive Discipline work.
 - Certifying community members to facilitate classes for parents, teachers, couples, and businesses.
 - Supporting Certified Educators and Certified Trainers with mentor groups, Think Tanks, and other professional growth opportunities.
2. To promote Positive Discipline by:
 - Serving the public through conferences, website resources, online outreach, and newsletters.
 - Overseeing standards and best practices for Positive Discipline training and certification.
 - Networking with other groups, associations, and schools with aligned values in the fields of psychology and education.
3. To inspire others to follow Positive Discipline and its Core Values, and to be a source of encouragement across cultures.
4. To disseminate knowledge of Positive Discipline throughout the world through events, publications, and resources.

Core Values

General core values which underly expectations and behaviors of the members of the Positive Discipline Association are:

1. Supporting the Human Community
2. Honoring Diversity
3. Willingness to accept feedback for ongoing improvement

Individual core values derived from the general core values of the PDA can be furthered by members who strive to:

1. Have social interest or community feeling (Gemeinschaftsgefühl) which includes altruism, contributing to society, and collaborating for the common good.
2. Advocate for equality by supporting equal rights for everyone and treating all people with dignity and respect without exercising judgement.
3. Improve interpersonal relationships through honest and sincere interactions with others, cooperation, and contribution, and through taking personal responsibility for one's actions.
4. Have the courage to be imperfect, learn from mistakes, and embrace feedback in activities related to these core values.

About the Code of Ethics

The Positive Discipline Association empowers Certified Facilitators to make autonomous decisions teaching the Positive Discipline model. Individual member's actions impact how the world views Positive Discipline. It is so important that we each take responsibility for the Positive Discipline Mission and act ethically and responsibly in all situations.

This *Code of Ethics* provides an overview of some of the legal and ethical standards which we are each expected to follow every day. If you are unsure of what to do in a specific situation, you have support. Speak with someone in leadership and/or contact the Positive Discipline Association.

Please read this *Code of Ethics* carefully. If you have any questions, refer to the “Guidance and Voicing Concerns” section. If you need more information or support, contact info@positivediscipline.org.

How We Work Together

Consistent with the Positive Discipline model, we promote social equality and equal opportunity. Our hiring and training practices and decisions are based solely on prior experience and job-related criteria.

Our fundamental value is to treat one another with dignity and respect. This means that all members are entitled to work in an environment that is free of harassment, bullying, and discrimination. Private Logic is a concept taught by Alfred Adler that explains how individuals have unique perceptions and form different conclusions in response to specific situations and circumstances. This can result in conflicts between members of the Positive Discipline Association.

The following are guidelines for dealing with member conflicts:

1. Use Positive Discipline Tools for focusing on solutions.
2. If unsuccessful, find one or more impartial leaders (i.e. Lead Trainers or Board Members) to assist in finding solutions.
3. Be aware of the importance of Gemeinschaftsgefühl (Community / Social Feeling).
4. If possible, it is important to avoid litigation or other legal proceedings.

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Diversity

The Positive Discipline Association, its affiliates, and partners actively create and promote an environment that is inclusive of all people and their unique abilities, strengths and differences, and promotes diversity, which is embedded in the basics of Adlerian theory to treat everyone with dignity and respect.

As we continue to grow, embracing diversity in every aspect of our work is vital to our long-term success. We respect diversity in each other and all those with whom we interact. We strive to promote dignity and respect in all our classes and workshops, at Think Tanks and Conferences, through online communication, and in all aspects of our work. Our goal is to be inclusive globally—always working toward full equality, inclusion, and accessibility to those whose lives we touch.

Guidance and Voicing Concerns

Positive Discipline's core values require compliance with all applicable laws as well as consistent ethical conduct. If you believe these standards have not been met, need access to specific policies or procedures, or have any questions, please ask for guidance or voice your concerns by contacting any of the following resources:

- Kelly Gfroerer, Executive Director, kelly@positivediscipline.org
- The Board of Directors, info@positivediscipline.org
- Karina Bustamante - Latin American Support, karina@positivediscipline.org
- Sarah Yung - Chinese Support, certification@positivediscipline.org
- Anna Diallo - French Support, anna@positivediscipline.org

An interpreter can be made available upon request. You can also email info@positivediscipline.org with your concerns. Concerns are taken seriously, and all information provided will be treated in a confidential manner. Every reasonable effort will be made to protect personal information. Questions or concerns may be submitted anonymously.

Business Practices

Compliance with Laws and Regulations

The Positive Discipline Association is committed to full compliance with the laws, rules, and regulations of the countries in which our members do their work. Accordingly, all members must comply with all applicable laws, rules, and regulations in the countries where they work. If you suspect that a conflict may exist between the Positive Discipline standards and an applicable law, rule, or regulation, or if you have questions concerning the legality of your or a colleague's conduct, you should seek consultation with the appropriate party described in the "Guidance and Voicing Concerns" section.

International Business

Positive Discipline is committed to complying with local laws, regulations, and codes, and to working fairly, honestly, and responsibly in communities worldwide. Positive Discipline Associations member's actions must meet high ethical and legal standards. If you conduct business internationally, please ensure that you have a thorough understanding of the laws in that country or region in order to allow you to make appropriate decisions and operate within that country using best and most ethical and legally compliant business practices.

Conflicts of Interest

We all must avoid conflicts of interest. A conflict of interest exists when a personal financial or other interest or activity interferes or appears to interfere with your work or ethical business practice. A conflict of interest may unconsciously influence even the most ethical person, and the mere appearance of a conflict may cause a member's actions or integrity to be questioned. Seek assistance if you are unclear.

Intellectual Property and Copyright

In order to ensure full intellectual property rights protection, the appropriate use of copyrighted information and registered trademark symbols and designations, and the

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integrity of information provided to the general public, all members agree to obtain written permission from Positive Discipline prior to any use of Positive Discipline Intellectual Property in handouts, slides, books, articles, websites, media outlets and similar publications, or media forums. This includes obtaining prior express written authorization from Positive Discipline as to the nature and extent of and limitations on such use and the dissemination of the materials containing or referring to Positive Discipline's intellectual property. It is important to cite sources when quoting small portions from books or previously published articles. It is a violation of copyright law to copy any published materials or to make changes to copyrighted documents and call the material your own. Positive Discipline reserves all intellectual property rights in its intellectual property and makes every effort to respect and comply with the intellectual property rights of third parties. If you have any questions regarding whether your proposed actions could violate Positive Discipline's or any third party's intellectual property rights, please email them to our attention at contact@positivediscipline.com prior to taking any other action.

Online Classes

Certification does not give members the right to create and sell pre-recorded training or to use Positive Discipline pre-recorded content on social media or any learning management system platform. The programs, either online or in person, must be delivered **live and in real time**. Live online delivery may be on Skype, Maestro, Zoom, GoToMeeting, or an equivalent platform and may not be recorded for sales purposes. The learning materials Positive Discipline provides are protected by copyright law and may not be reproduced without specific written permission.

Members wishing to produce officially licensed pre-recorded online content for resale or for use on the internet or websites should email contact@positivediscipline.com for details about the process and obtain the necessary contracts. Any approved requests will require a License Agreement with Positive Discipline and the payment to Positive Discipline of a royalty/license fee based on a percentage of gross revenues received. This does not guarantee that the request will be approved. Each request is considered on an individual basis.

Products

The products published and distributed by Positive Discipline are ALL copyrighted. It is unlawful to copy or reproduce these materials for distribution, either for sale or as part of a class or workshop, except for specifically designated handouts. To reproduce any copyrighted material, you must have the permission from the author and publisher, which Positive Discipline will assist in obtaining in appropriate cases.

To reproduce any copyrighted material, you must have the permission from the author and publisher.

Foreign Printing Rights

For Trainers living in countries outside the United States, we have established a Foreign Printing Rights Agreement that enables them to avoid high shipping costs, taxes, and duties by printing the core workshop manuals locally and pay a royalty fee for each manual printed. If you are interested in taking advantage of this program, please email contact@positivediscipline.com

Translation Rights

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