

# THE IMPORTANCE OF INTEGRITY AND HONESTY IN COMMUNICATION

ETHICAL ADIVCE FROM COLLIN YOXALL



Collin Yoxall: Senior Account Executive at Cooksey Communication  
BA at TCU: 2009-2013  
Masters at TCU: 2018-2020

"At the end of the day, it's what are you comfortable with?"  
-Collin Yoxall



## INTEGRITY and HONESTY

- Being honest and having integrity will show through onto your professional reputation.
- When you are straightforward with a client you are showing how you operate.
- Lying is the biggest ethical mistake in the workplace. Lying can ruin your career, damage relationships, and cause others to lose complete trust in you.

## RESPECT



- Having respect for the client is an important value, being at the same level of the client is necessary to serve them best.
- Being able to remain honest, have integrity, and being able to serve the client in their best interests are all extremely important values to maintain and will gain peoples respect.

## HOW?

Connected on LinkedIn and then scheduled and attended a zoom video with Collin Yoxall. Contracted and analyzed transcript

## WHAT?

In the communications field integrity and honesty will define your career and reputation as a practitioner. This means saying no to things that go against your ethics .

## WHY?

These insights from Collin are important because they emphasized how a communicators whole career is defined by their ethics and integrity.



## GO WITH YOUR GUT

- Saying no is important, when an unethical task is given. Doing what you feel comfortable with is enough to allow you to make decisions.
- Go with your gut but think about things before you take action.

Course: Perspectives on Ethics in Communication  
Finn Riley- Communication Studies  
Kirsten Satz- Strategic Communication  
Elle Weber- Communication Studies

