

DRAFT CODE OF CONDUCT · VERSION 0.1

A stronger tribe, built together.

The behaviours that make candid founder conversations useful, generous and safe for everybody inside.

Draft version 0.1 · 9 sections

OUR PLAIN-LANGUAGE PROMISE

High trust does not mean low accountability.

We make room for hard questions and honest disagreement while keeping personal harm out of the room.

THE 60-SECOND VERSION

Four habits that protect the tribe.

01 · BE USEFUL

Bring something real.

Experience beats performance and posturing.

02 · BE CANDID

Disagree with care.

Challenge the idea without diminishing the person.

03 · KEEP TRUST

Inside means inside.

Do not export another member's candour.

04 · MAKE SPACE

Let different voices land.

The loudest person should not own the room.

01

Who this is for

This draft code applies to members, guests, organisers and contributors across CPGtribe spaces.

PLAINLY PUT

If the connection began through CPGtribe, bring the same standard of care.

It covers posts, direct messages, events, calls and any other interaction connected with the tribe.

02

Be useful

Share experience, context and honest questions—not theatre for an audience.

- Add context before asking for labour.
- Credit the people whose work helped you.
- Close the loop when advice changes an outcome.

Nobody needs to have the answer. Useful participation can be a thoughtful question, a relevant introduction or a clear account of what did not work.

03

Disagree well

Candid disagreement is welcome; personal hostility is not.

CHALLENGE

Ideas, evidence and decisions.

PROTECT

Dignity, safety and a fair chance to respond.

Ask before assuming, separate facts from interpretation, and leave room for somebody to revise a view without losing face.

04

Protect confidentiality

Member candour depends on knowing where a story will travel.

KEY POINT**The trust rule**

Ask the original speaker before taking a quote, screenshot or introduction outside the tribe.

Do not copy posts, record calls, export member details or repeat identifiable stories without clear permission.

05

No unsolicited selling

Membership is not permission to turn the tribe into a prospect list.

- Do not scrape or export member details.
- Do not mass-message pitches.
- Do disclose commercial interests when relevant.

Relevant offers can be useful when invited and clearly disclosed. Cold outreach, scraping and disguised promotion are not.

06

Safety and respect

Harassment, discrimination, threats and deliberate deception have no place here.

The final code will define reporting and escalation routes, including when immediate protective action may be necessary.

THE PRACTICAL LINE

If conduct makes somebody less safe or less able to participate, report it.

07

Raising a concern

Tell us what happened, what you need now, and whether there is an immediate risk.

TELL US

Share the concern

PROTECT

Address immediate risk

REVIEW

Decide next steps

Reports will be handled with discretion. Absolute confidentiality cannot be promised where investigation or safety requires limited sharing.

08

How we may respond

Responses should be proportionate to the conduct, context, impact and risk of repetition.

RESPONSES

Explain / Protect / Act proportionately

Possible steps may include a conversation, content removal, a warning, temporary limits or ending membership. Where safe and sensible, the person involved will have a chance to respond.

09

Questions and contact

Ask before a difficult situation becomes a bigger one.

The final version will include the correct safeguarding, moderation and appeal contacts before publication.

CONTACT

Ask a human

Questions may be sent to fiona@fionafitzconsulting.com.