

The Credo:



Our Credo

Responsibility to our clients

We believe that our **first** responsibility is to our clients, their businesses, industries & markets they operate within.

- ➔ Our services must always reflect character from our core values giving highest impact & value to clients
- ➔ Our services must be benchmarked by client viewpoint and not by us. We hold ourselves accountable for missing the highest standard we choose to behave, conduct and deliver from
- ➔ We must hold ourselves first accountable for success of full process the vision-connect-deliver model
- ➔ We must improve ourselves on continual basis striving perpetually to align with our purpose achieving extraordinary excellence in process
- ➔ We must constantly strive to be always seen as the trusted partners and as mentors who inspire, impart leadership, share pain and deliver our purpose (why we exist/what we stand for) every day until perpetuity
- ➔ We must commit to the genuine success of our clients and hence succeed ourselves
- ➔ We must never be satisfied with our success as we are on a continuous journey of achieving improvements for the socio-economic well-being of our country

Our Credo

Responsibility to our people & partners

Our **second** responsibility is for those who work with us – our people & partners

- ➔ They must have a sense of security in their jobs. Their salaries must be fair & just. Their contributions must always be acknowledged, recognised & rewarded appropriately
- ➔ The leadership and management team must be open, empathetic, transparent, approachable and provide a sense of team
- ➔ Above all, our organisation believes in empowerment & embolden from ground-up and hence leadership will be at bottom of pyramid seeking collective intelligence & ambition of the firm for future direction
- ➔ We must believe in our people and their abilities, together we form a team on a mission of helping our clients to succeed with the best we have
- ➔ We encourage one firm approach; we believe teams come with better answers than individuals, so we do not compete against each other.
- ➔ We must give each other tireless support. We are fiercely dedicated to developing and coaching one another and of course our clients
- ➔ We must remind each other that together; we form a whole that is much larger than the sum of its parts
- ➔ We must provide a real sense of opportunity of personal growth and advancement for all who work with us
- ➔ We must have throughout the organisation's levels, a 360 degree feedback and feed-forward mechanism along other organised systems to enable & enhance our culture of execution excellence and rearing leaders out of leaders

Our Credo

Responsibility to our management

Our **third** responsibility is to our management.

- ➔ Our management must be talented, educated (not just highly literate), experienced with high orientation to build, lead & deliver results through diverse team
- ➔ Our management team must be able to give mutual confidence to operate autonomously yet collaboratively holding absolute integrity with our core values
- ➔ As for all, our group of believers, our management will be on rigorous learning throughout the year. Their learning will however be on the forefront of understanding earnestly how to unleash human potential individually & collectively
- ➔ Our management must have humble frame-of-mind with aggressive passion to achieve purpose beyond self-interest
- ➔ Our management must have organised systems put in place to measure, monitor & reward individual's performance

Our Credo

Responsibility to our community

Our **fourth** responsibility is to the community in that we live. We must be a good citizen – support good works and charity and bear our fair share of taxes.

- ➔ We must support social welfare not as a one-off thing but as a part of our daily working
- ➔ We must imbibe in every project – the sense of community, the responsibility towards it
- ➔ If we try to work alone for community, it wouldn't be enough.
Thus, we must ensure that our projects are guided by the act of spiritual commerce leading to an inclusive growth.

Our Credo

Responsibility to our investors

Our **fifth** and last responsibility is to our investors.

- ➔ Business must make a sound profit
- ➔ Reserves must be created, training & research must be carried on,
- ➔ Bold programs developed and honest mistakes paid for, tolerance & learning attitude must be institutionalised for appetite to experimentation & failure
- ➔ We must experiment with new ideas and innovative business practices to excel our clients businesses beyond their recognition of success
- ➔ When these things have been done, the investor should receive a fair return

We are determined with the help of god's grace, to fulfill these obligations to the best of our ability.