

We work hard because we believe in what we do and we believe in going the 'Extra Mile'. Every task undertaken by the company is owned by an individual and they take their responsibility seriously.

We do not rely on bureaucracy to ensure our diligence. We rely on OAD (Obsessive Attention to Detail).

We are prepared to confront facts and be honest with ourselves and our clients. Doing this enables us to always keep faith that we are on the correct path and ensure our standards are upheld.

Everyone knows that responsibility and accountability go hand in hand.

Everyone is empowered to show leadership in dealing with issues.

In order to be consistent in our excellence and to ensure that we retain our competitive advantage, everything we do requires Superior Knowledge, Diligence and Insight. We understand this fully and apply these principles to our daily activities.

We expect all members of our team to be disciplined and to ensure that company standards are self imposed. We heel as a team and recognise that as individuals our contribution impacts on the team result.

Before we Act, we think. We think of the consequences to our clients and others before we implement any action. However, we also recognise that any amount of action is better than masses of intention.

We never under-estimate the power of dealing face to face with someone as business is about relationships and not emails.

Emails are not a substitute for personal communication and emails do not off load responsibility.

Genuine mistakes, based on careful thought are OK, as long as we never make the same mistake twice. A mistake is only a mistake if it is made twice. However, we recognise that careless mistakes are not OK.

We operate on the facts and not on our hopes. We also have the humility to learn from other people and accept that there can be a better way of doing things.

We give our staff the discretion and confidence to take the initiative with situations and clients needs and be highly responsive. The needs of our customers and collaborations come first and every member of staff understands this.

We understand that in certain circumstances we are required to be flexible and that this preserves our ability to grow our business and people.

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