



## **Mission, Vision & Values**

### **Vision**

An ecosystem of strong businesses which enhance the lives of the people within them and the people, communities and environments they operate in.

### **Mission (what who and why)**

Putting people at the centre of everything, we provide socially conscious & progressive financial coaching & partnering, accountancy and tax consultancy. We believe that success is most enduring and impactful when it is borne out of integrity & professionalism, fairness and respect.

### **Core Values Statement**

#### Integrity & Professionalism

- We adhere to laws and regulations
- We apply the highest professional standards
- We apply strong corporate governance and help our clients do the same

#### Fairness

- We communicate openly and honestly
- We price fairly
- We sell only where we see a clear need or potential benefit to the client
- We understand that our success is intrinsically linked to the success of our clients

#### Respect

- We value the opinions of our customers and employees
- We welcome open feedback
- We are reliable
- We understand by taking our services you are placing considerable trust in us

#### Concern for people & the environment: Social Consciousness

- We have wellbeing at our heart and champion businesses who have it at
- We seek to do no harm
- We look for opportunities to 'give back' to the local community