



JAMESCOWPER
'KRESTON

Accountants & Business Advisers



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vision & values

Vision & values

Vision and values reflect what James Cowper Kreston is all about. Our aspiration for success is backed by our purpose in helping our clients succeed, and our mission to be recognised for all that we are so very good at. At the heart of this are the behaviours that define our values.

Please take some time to read this booklet, to consider what it means for you and for the firm – how you might adopt appropriate behaviours to live our values and help others live up to them in the workplace. It's not a mantra or a James Cowper Kreston version of Mao's Little Red Book, more a reflection on how, culturally, we can all enjoy our work and be more successful, individually and as a group.

How we behave with each other and those outside the firm makes all the difference to how we feel, how we are perceived, how we perform and ultimately our success. It's in our hands, let's make a difference!

Robert Holland | Managing Partner



our **vision:**

Success through quality,
timeliness and integrity.

our **purpose:**

Helping our clients succeed.

our **mission:**

To be recognised as the natural choice for exceptional and innovative business and advisory services.



VALUES

- We value our people
- We practise teamwork
- We value our clients
- We excite and enthuse people
- We value professionalism
- We are fresh thinking

We **value** our people



behaviours

- We don't compromise on quality
- We enjoy a work-life balance
- We are supportive and firm
- We don't undermine people
- We set clear career goals
- We provide training, coaching and feedback
- We ensure consistent and fair treatment for all
- We practise equal opportunity
- We trust our people
- We recognise individual skills and strengths
- We reward achievement
- We remember to praise

We practise **teamwork**



behaviours

- No individual is greater than the team
- The team is **James Cowper Kreston**
- Our teams work together
- People are responsible to the team for all they do
- We support each other
- We respect the roles and responsibilities of each individual
- We keep all relevant people informed of progress
- Everyone is encouraged to contribute
- We have a friendly and fun environment to work in

We **value** our clients



behaviours

- We listen
- We understand the factors helping and hindering both personal and business aspirations
- We don't assume
- Our service exceeds expectations
- We deliver to time, quote, and quality expectations
- We create innovative solutions
- We are supportive
- We provide advice ahead of our competitors
- We communicate politely and courteously
- We use our clients preferred method of communication
- We admit failures, deal with them and agree the way forward
- We are flexible
- We build trust



We **excite** and **enthuse** people

behaviours

- We give positive and consistent messages
- We focus on our purpose and vision
- We promote change
- We celebrate success
- We involve teams
- We have good and regular communication
- We reward achievement
- We empower and develop staff
- We praise
- We tell people what we have achieved

**We value
professionalism**



behaviours

- We will be honest in all our dealings
- We will act with integrity in all our professional and personal dealings
- We will clearly define our responsibilities and ensure that we meet them on all occasions
- We will always work to do the right thing
- We will always work hard to stay within both the form and substance of our professional rules and guidance
- We will engender trust in all our relationships



We are **fresh thinking**

behaviours

- We encourage innovation
- We encourage originality
- We encourage creativity
- We encourage adaptability
- We encourage imagination
- We encourage lateral thinking
- We encourage flexibility
- We accept new ideas
- We are proactive in identifying and meeting clients' needs
- We look to create change for the better
- We strive for continuous improvement
- We help others to improve
- We avoid negative behaviours
- We challenge ourselves and each other