



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. 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. This is not a rule book, but more a reflection on how, culturally, we can all enjoy our work and be more successfully engaged 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.

Alex Peal Alex Peal | Managing Partner

OUR VISION

Success through integrity,
timeliness and innovation.



OUR VALUES

We **respect** our people

We **understand** our clients

We **demonstrate** professionalism



WE **RESPECT** OUR PEOPLE

- ◆ We do not compromise on quality
- ◆ We enjoy a work-life balance
- ◆ We are supportive and fair to all
- ◆ We provide training, coaching and feedback
- ◆ We recognise individual skills and strengths
- ◆ We praise and listen
- ◆ We acknowledge individuality
- ◆ We have a friendly and inclusive working environment
- ◆ We empower and develop staff
- ◆ We trust our people



WE **UNDERSTAND** OUR CLIENTS

- ◆ We listen and do not assume
- ◆ We understand both personal and business aspirations
- ◆ We deliver to time and expectations
- ◆ We create innovative solutions
- ◆ We communicate politely and courteously
- ◆ We are supportive
- ◆ We admit failures, deal with them and agree the way forward
- ◆ We are flexible and fresh thinking
- ◆ We build relationships
- ◆ We are trusted advisers



WE **DEMONSTRATE** PROFESSIONALISM

- ◆ We act with integrity in all our professional and personal dealings
- ◆ We always work within the form and substance of our professional rules and guidance
- ◆ We are proactive in identifying and meeting clients' needs
- ◆ We look to be creative and adaptable leading to change for the better
- ◆ We strive for continuous improvement through acceptance of new ideas
- ◆ We challenge ourselves and each other through lateral thinking
- ◆ We clearly define our responsibilities and meet them on all occasions
- ◆ We combine expertise with empathy to help our clients achieve their goals



JAMESCOWPER
KRESTON

Accountants & Business Advisers

www.jamescowperkreston.co.uk/vision-and-values