



DAC BEACHCROFT

PURPOSE, VISION, CULTURAL PRINCIPLES, STRATEGY AND BRAND

WHY WE ARE HERE AND HOW WE
WORK TOGETHER.



Purpose, Vision and Strategy

- **Our purpose** is to help our clients and our colleagues succeed, creating sustainable value.
- **Our vision** is to be leading business advisers recognised for our **insight** and our outstanding commitment to clients, and for being the place where talented people want to work.
- **Our strategy** is to create sustainable value by achieving operational excellence, developing and acquiring business and pursuing profitable growth.

We will do this through a continued focus on our chosen sectors where we can differentiate ourselves, on business advisory as a driver for complex and high margin work in all sectors, and on the continued development of our international business.

All of this will be underpinned by a focus on clients, a clear commitment to talent and technology and a robust financing strategy.

Cultural Principles

Our cultural principles represent our shared commitment to each other, our clients and our communities. They describe the way in which we work together to deliver our strategy, achieve our vision and fulfil our purpose.

- **Supportive**

We are approachable, open minded and inclusive. We take time to listen and understand and we value and respect others' abilities, contribution and views. We are trusted, appreciated as individuals and embraced as part of a team.

- **Determined**

We act with integrity and are relentless in our pursuit of quality and excellence. We are confident and empowered to do our best for our clients, our colleagues and ourselves, to deliver whatever the challenge.

- **Creative**

We share knowledge and insights and encourage constructive debate and challenge. We work collaboratively to generate new ideas and provide imaginative solutions.

- **Clear**

We have clarity of purpose, objectives, roles, reward and lines of communication. We are transparent and straightforward in our behaviour and intent.

How it all fits together

Why we are here	Our purpose	The reason the business exists
	Our vision	The objective we want to achieve
How we achieve our aims	Our culture	The way we work together
	Our strategy	The way we run the business
What we deliver	Our brand	The client's experience and perceptions

