

# OUR CULTURE & VALUES

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This document has been written by everyone at Clark Howes. It is not just a set of words – it represents the way that we do things and why we do them.

We created it simply by asking each other to describe what it feels like to be part of Clark Howes, and how we like to work together. So, it illustrates the culture here. It is intended to benefit all our clients and staff – and, those who are considering putting their business or their career with us – as well as suppliers and everyone who has contact with the firm.

Our primary concern above everything else is to look after our valued clients and staff in the way that they would wish and expect.

## INTEGRITY

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Integrity means being sincere, open and honest, maintaining high ethical principles.

We do this by:

- Doing the right thing by our clients, our staff and everyone who works with us
- Being forthright and transparent in all our dealings

## INITIATIVE

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Initiative means taking ownership for providing solutions for our clients and colleagues.

We do this by:

- Seeking to understand what is needed
- Thinking creatively
- Responding to mistakes by fixing them, not apportioning blame
- Learning from our mistakes

## RESPECT

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Respect means showing regard or consideration for others. We do this by:

- Listening to our clients
- Listening to each other
- Being tolerant of people's backgrounds and beliefs
- Valuing everyone's input
- Being loyal to our clients and each other
- Being open minded

## EXCELLENCE

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Excellence means providing unquestioned accuracy, timeliness and value. We do this by:

- Doing our best and always seeking ways to improve
- Attending to our core responsibilities conscientiously
- Going above and beyond what our clients expect
- Knowing each client as a business and an individual
- Building our role as trusted advisor

## ACCOUNTABILITY

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Accountability means being answerable for our actions – to clients, to our colleagues, and to the wider community. We do this by:

- Doing what we say we will do
- Getting things right – first time, every time
- Agreeing clear expectations and targets, and meeting them

## DIFFERENT

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Being different means offering a distinctive service and place to work. We do this by:

- Being approachable
- Responding in a manner that is friendly, relaxed and personal
- Being loyal and hard-working, where staff well-being and development is prioritised
- Providing a caring and fun environment, supporting the community in which we do business