



WAYS OF WORKING
2020



INTRODUCING

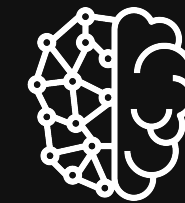
THE · YMU · WAY



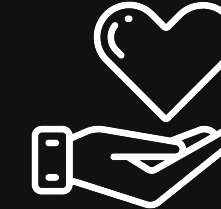
WE ARE
CLIENT FIRST



WE ARE
COLLABORATIVE



WE ARE
CURIOUS



WE ARE
EGOLESS



WE ARE
COURAGEOUS

WE ARE CLIENT FIRST



WHAT THIS MEANS FOR THE GROUP

- The Group's entire purpose and DNA is centred around serving our clients first and foremost. Understanding that each client is unique, understanding their goals and motivations and delivering against that is what we exist to do. We aim to make things happen for them that otherwise wouldn't.
- Looking through their eyes always will enable us to stay on course with our mission and purpose
- Focussing on impact and delivering positive results

WHAT THIS MEANS FOR YOU

WE LOOK THROUGH YOUR CLIENTS EYES

Whether serving an internal team (e.g. Finance), or serving a management client, you actively and attentively listen to what they say and deliver against their needs, not our own. Truly seeing and responding to the individual or team – applying bespoke plans and tailored service.

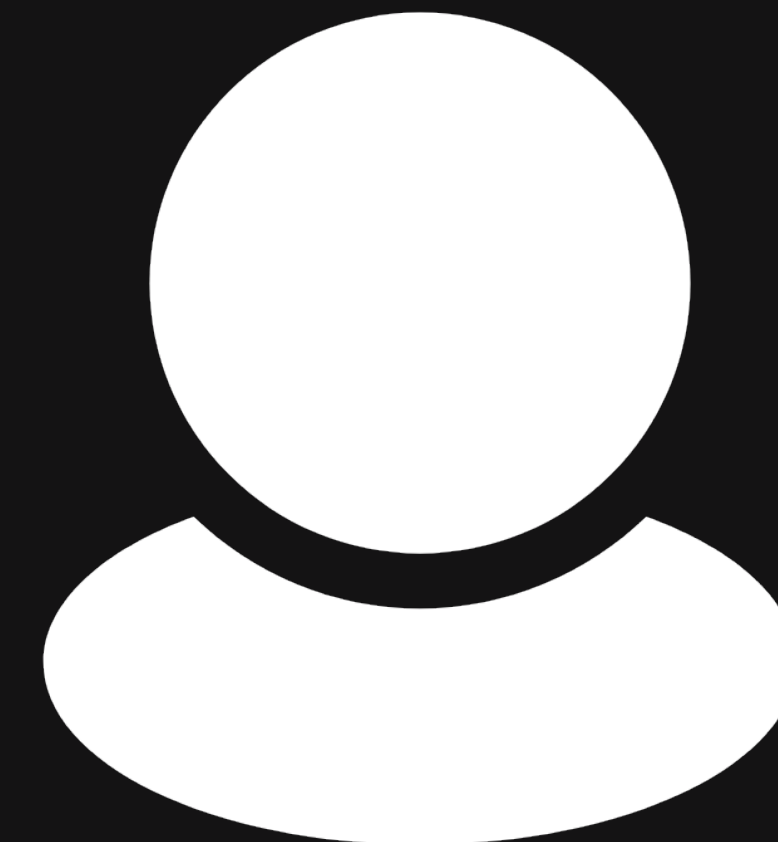
RESPONSIVENESS & CONSISTENCY

Our clients expect to rely on us 24/7 for emotionally intelligent, cogent advice. Building and maintaining productive partnerships with our clients is a daily commitment.

PASSION

Loving what you do, celebrating success and seeing your role as a career rather than a 'job'

BEHAVIOUR FOR CORE VALUE: PERFORMANCE



WE ARE COLLABORATIVE



WHAT THIS MEANS FOR THE GROUP

- Our clients are attracted to the breadth and scale of our service.
- They can only access this through individuals and teams sharing information and collaborating with a client first mindset.
- This the foundation of our success - being about the many, not the few. Shared vision, shared goals, shared rewards. YMU Belongs to **ALL** of us.

WHAT THIS MEANS FOR YOU

SHARING & CREATING

You share information and opportunities with your colleagues to enable them to do their best. You create opportunities for the wider team and group - not just your division or clients

ALIGNMENT

we can only succeed when our teams understand and support our strategy and goals. Communicating and sharing this regularly is key

GIVING

You give your time to develop and support people in your team and where you see other opps across the group

BEHAVIOUR FOR CORE VALUE: PERFORMANCE



WE ARE CURIOUS



WHAT THIS MEANS FOR THE GROUP

- Our clients expect us to be progressive, innovative and informed. Staying curious is at the heart of this, as is displaying a growth mindset – applying curiosity to client first ideas, business solutions and personal development.
- Staying curious allows for continuous learning, improvement of service and guards against complacency.
- Demonstrating a desire to understand and engage with each others' differing background, outlooks and perspectives

WHAT THIS MEANS FOR YOU

BE INFORMED

Always seek to be informed about the latest trends and industry news, to stay one step ahead for our clients.

INNOVATE

Think outside the box, be creative, and “make things happen that otherwise would not” – our definition of management.

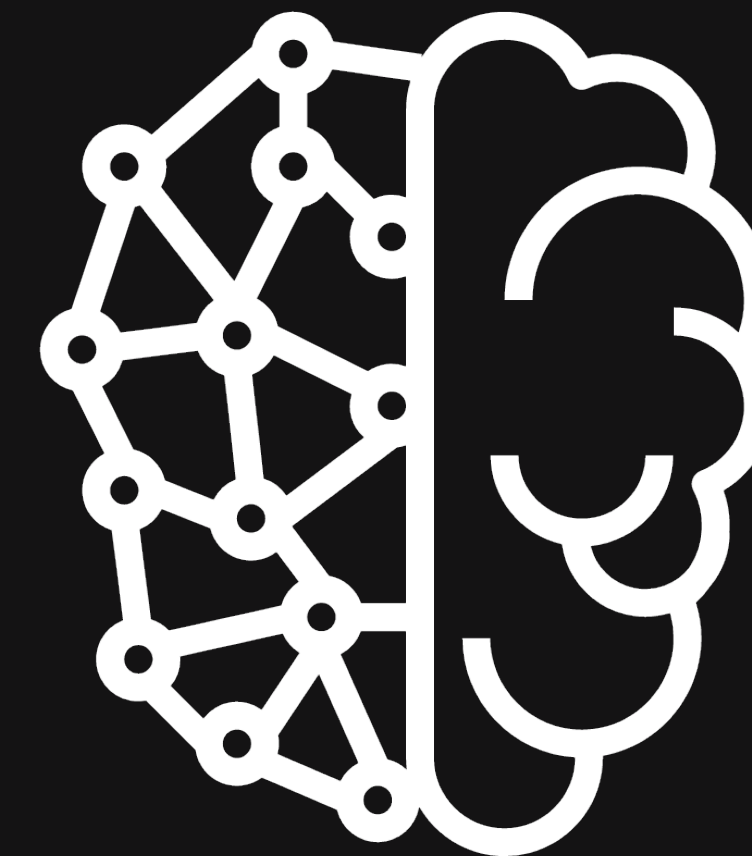
IMPROVE

Strive to develop your knowledge and skills — reading, practical learning and challenging yourself to roam beyond your ambit and comfort zone

UNDERSTAND

Spend time reaching out to and engaging with those who have differing backgrounds, experiences and seek to understand where they are coming from

BEHAVIOUR FOR CORE VALUE: IMAGINATION



WE ARE EGOLESS



WHAT THIS MEANS FOR THE GROUP

- Team is at the core of everything that we do, and the strength of the team is in the collective, not the individual.
- We attract and retain elite clients due to our collective abilities, knowledge and skillset – which can only prosper when we work together, and not on our own.

WHAT THIS MEANS FOR YOU

GIVING YOUR BEST SELF

Not withholding information or opportunity, you give your best self to others — and not just for your own benefit

HUMILITY

You accept that one individual can't have all the answers and that asking for input from other experts around you is not a weakness. You listen more and talk less as a result.

STRIVE TO IMPROVE

You acknowledge that you won't always be on top, admit when you've made a mistake and welcome constructive feedback.



BEHAVIOUR FOR CORE VALUE: EMBRACING

WE ARE COURAGEOUS



WHAT THIS MEANS FOR THE GROUP

- Creating an environment where we are honest with each other and our clients will lead to the right – not convenient – outcome
- We strive to be the best for our people and our clients: staying in our comfort zone is not good enough.
- We are clear about who we are even when that can be deemed as controversial

WHAT THIS MEANS FOR YOU

HONESTY

Being honest with yourself first and foremost. Where are you strong and where are you weaker? What does that mean for the team? What does it mean for you?

VULNERABILITY

Being courageous enough to be vulnerable with each other removes barriers, fosters trust and enables teams to unite on a whole new level

CALLING OUT BAD BEHAVIOUR

We should always call out behaviours that are inconsistent with the YMU way.

BEHAVIOUR FOR CORE VALUE: CANDID



YMC&U

GROUP

THANK YOU