

As professional business consultants we give you our commitment to behave with honesty and integrity in all our actions and interactions with our clients, suppliers and the wider community.

*We will:*

- Strive for excellence at all times.
- Remain accountable for all our actions.
- Disclose any personal interest which may affect managerial decisions.
- Safeguard your confidential information.
- Act with the highest standards of professional behaviour and performance.
- Put your interests first, doing whatever it takes to serve you to the highest possible standards at all times.
- Consider for each potential new engagement the possibility of it creating a conflict of interest, or the perception of such a conflict, and, if such a conflict is identified, take all reasonable steps to protect the interests and confidentiality for you.
- Act independently and objectively, and exercise professional care to establish the facts of a situation and bring to bear an informed and experienced judgement.
- Continue to develop our business consulting competences and keep up-to-date with industry best practices.

*In our management and leadership of others, we will:*

- Support colleagues to fully understand their responsibilities, areas of authority and accountability.
- Act consistently and fairly when addressing any shortfall in performance or standards of behavior.
- Foster a culture of openness and transparency in communications.
- Respect the customs, practices and reasonable ambitions of others.
- Ensure that we are aware of, and comply with, all relevant legislation and regulations in the countries where we are operating.
- Respect social, environmental and wider corporate responsibility concerns, assessing the impact of our actions on the environment and surrounding society, and seeking to conserve resources wherever possible.

*As ambassadors of Accelerate Evolution, we will:*

- Provide a working environment which enables Accelerate Evolution representatives to comply with this Code.
- Ensure suppliers and associates support the need for professional standards and conduct applicable to Accelerate Evolution standards and to the profession as a whole.
- Ensure all staff within Accelerate Evolution are aware of the company's obligations and required behaviours relating to this Code.
- Support Accelerate Evolution personnel in undertaking continuing professional development.
- Support the achievement of the mission, aims and objectives of Accelerate Evolution and promote its reputation and good standing as a professional company.

## The commitment of the practice

The Practice is charged with supporting individuals whose collective impact is to enhance performance in small and large organisations across the private, public and voluntary sectors.

*The Practice undertakes to:*

- Encourage and support the lifelong development of consultants and advisers.
- Raise the competency level of consultancy and advisory professionals.
- Provide a platform where consultants, advisers and firms can meet and network with one another and with buyers.
- Collect and disseminate information, techniques and knowledge through support services and tools.
- Influence employers, policy makers and opinion formers on consultancy issues where issues may be addressed in a frank, timely and effective manner.
- Have regard for the physical and mental health, safety and well-being of colleagues, recognising their specific needs and the pressures and problems they face.
- Ensure that every individual is treated fairly and that matters of faith, conscience and diversity are respected.
- Encourage and assist colleagues to develop their skills and progress their careers, valuing the contribution which they may make, and recognising their achievements.

*For our clients, we will:*

- Seek to reconcile personal and organizational values.
- Safeguard the reputation and assets of the organization.
- Uphold lawful policies, practices and procedures and seek to enhance them in the interests of good management practice.
- Act in a manner which supports the organisation's overall objectives and contributes to the achievement of targets set.
- Apply all available remedies and procedures to address matters I perceive as improper or as falling below acceptable standards of professional practice.

*In the interests of customers, suppliers, business partners and other stakeholders, we will:*

- Safeguard all confidential and/or proprietary information that comes into our possession.
- Ensure that we properly understand your interests and respond to them in a balanced manner.
- Establish, maintain and develop business relationships based on mutual confidence and trust.
- Neither offer nor accept gifts, hospitality or services which could create, or imply, an improper obligation.
- Refrain from entering into any agreement or undertake any activity which is unlawful or anti-competitive.
- Ensure that agreements entered into or activities undertaken are consistent with the interests of my organisation and demonstrate good management practice.

*For the wider community, we will:*

- Be honest, open and truthful in all external communications.