

# Our values: the 3As

Our brand values are a set of guiding principles that summarise our beliefs and drive our behaviour – towards our clients, intermediaries, partners, suppliers and colleagues. Together they drive clear behaviours that will ensure we deliver.

As part of the CG Group we value being:

## Accountable

We take responsibility for carrying out our roles efficiently and enthusiastically to meet and exceed the expectations of our clients, colleagues and intermediaries, and deliver results:

- We are trustworthy, dependable and diligent
- We keep promises and maintain our clients' confidence
- We anticipate problems and come up with solutions
- We do our best with the resources we've got and don't moan or blame others
- We take responsibility for our own (and other people's issues)
- We admit and learn from our mistakes
- We always go the extra mile.

## Aligned

We all work hard to keep our brand promise and live by our brand values.

By being aligned with our colleagues, we can focus on delivering better outcomes and a brilliant experience for our clients by:

- Taking the time to understand our clients' needs and aligning our actions with them
- Understanding each other's roles and issues when we're working together to serve our clients
- Becoming more efficient, effective, productive and streamlined, making it easier and quicker to get things done and eliminating duplication
- Working seamlessly together across teams
- Finding new opportunities and better ways of working for our clients and our business
- Behaving acceptably at all times and treating our clients and colleagues fairly and with respect
- Communicating clearly.

## Approachable

We encourage a friendly dialogue with our clients, intermediaries and colleagues by:

- Always being warm, helpful and easy to work with
- Making time for people who want to talk to us
- Being genuinely interested in whatever they have to tell us
- Empathising, connecting and engaging with them
- Actively asking questions, listening and paying attention
- Willingly and openly sharing our knowledge and expertise.