

## 14 Step Culture Statement



Is your accountant proud to shout out their  
company culture?  
We are!

**1. Sincerity**

We are genuinely in business to provide the very best service possible to our clients, to help them achieve their goals.

**2. Integrity**

We will not embellish the facts but ensure our clients are given the full facts in all matters.

**3. Passion**

We are passionate about the goals of our company and to helping; our clients achieve their goals with our professional yet fun approach to accountancy and taxation services.

**4. Excellence**

Accuracy is vital and we strive to achieve excellence in all that we do.

**5. Reliability**

We must be reliable, we must meet deadlines, and we must be available for clients when they most need us.

**6. Referrals**

We want to provide a service that our clients will refer to their colleagues, friends and family – there is no better thank you than referring our services and we recognise that fact by always saying thank you.

**7. Proactivity**

We will provide a proactive service that helps our clients in their day-to-day business, personal and financial challenges.

**8. Approachable**

We will be approachable, friendly and we will not use jargon that the clients cannot understand. Our clients are comfortable to ask us any questions that will help them in their business and financial decisions.



Is your accountant proud to shout out their  
company culture?  
We are!

#### **9. Education**

We learn from our mistakes. We constantly strive, grow and master to help fellow colleagues, and clients. We are educators and allow clients to make their own intelligent decisions about their future, remembering it is their future. We impart practical and usable knowledge.

#### **10. Team**

Whenever we interact with another member of the team, we treat them at least as well as we would our best customer; with politeness, courtesy and the desire to help them achieve their personal goals.

#### **11. Ownership**

We are responsible and accountable for our actions and the results. We take ownership of our clients, their accounting and taxation challenges and our own attitude toward them.

#### **12. Pride**

We take pride in our work. We are proud of the business we work for and its achievements. We take pride in the knowledge that our business is helping others achieve their goals through a path that is less stressful, because of the service we provide.

#### **13. Positivity**

Positive thinking is contagious. People around you pick up on your attitude of mind and are affected accordingly. We think about happiness, good health and success for our firm and our clients'.

#### **14. Attitude**

We believe it is our attitude towards our clients and not just our aptitude that determines our own company's altitude.