



MCA
A POSITIVE FORCE FOR THE
ECONOMY AND SOCIETY



Huthwaite International

Consulting Excellence Declaration

2026

Company overview



At Huthwaite International, we understand that our clients want high performing sales and negotiation teams. We recognise their need for behavioural improvement that is not only effective, but sustainable in the long term. What sets us apart is that we are among the select few companies worldwide that can successfully deliver on all three objectives.

At the core of our training programmes, there's an extensive foundation of research and analysis, guided by the latest scientific principles. This ensures we possess the knowledge and insights necessary to bring about and maintain behavioural change, and our flexible approach enables us to tailor our solutions to suit the unique requirements of each client's environment.

These crucial components, combined with the expertise of our dedicated team, synergistically contribute to helping our clients achieve their desired outcomes.

It is a model we call **Change Behaviour. Change Results.™**

"Our long-standing relationship with the MCA has enabled us to stay connected to the latest thinking emerging across the consulting sector, while aligning ourselves with organisations that share a commitment to exceptional professional standards.

Through our contributions to both the SME group and the Young MCA, we've helped fellow members tackle challenges in their sales approaches and strengthen how they engage with procurement teams within their client organisations."

Tony Hughes, Chief Executive Officer, Huthwaite International

Huthwaite values

We have six values that express who we are, how we aim to behave and what we aim to be as an organisation. They are an expression of our identity and a source of reassurance for our clients.



1. Excellence



We strive for excellence in everything we do, as individuals, as teams, as a company. No one can impose standards on us higher than those we impose on ourselves.

Our quest for continuous improvement is relentless.



2. Focused



We are not generalists. We don't aspire to be all things to all people. Sales, negotiation and communication skill development is what we do, and we do it to the highest standards in the world.



3. Customer first



Doing the right thing for our clients matters deeply. We listen, we consult, we respond. We work hard to be a team they trust, with whom they feel safe and enjoy working.

The fact that many of our clients stay with us for years, if not decades, is testament to this.

Huthwaite values



4. Authenticity



We do what we say, we deliver what we promise. We are open and honest in our dealings with our clients, our stakeholders and with each other.

We would rather politely decline business than promise something we knew we couldn't deliver.



5. One team



We are a multidisciplinary team of researchers, learning specialists, project managers, trainers, instructional designers, communicators, administrators.

Our skills combine on a daily basis to make a difference for our clients. We respect each other and work as a team. We place the good of our company before personal success.



6. Expertise



We value expertise, whoever and wherever it comes from. We challenge our own understanding continuously. We study commercial contexts, markets, trends, new and emerging thinking in every industry.

It is integral to our ability to help clients achieve a measurable difference in performance.



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The fourteen consulting excellence principles



Ethical behaviour:

1 We are responsible and good citizens

In line with our own values, we have a strong desire to behave with a firm ethical and moral code.

We survey our clients regularly to gain their feedback to ensure we are continuing to perform to the highest standard. All surveys completed show us as a “trusted advisor”, which is testament to our people and our business ethics.

2 We conduct our business ethically

Our employees are treated with dignity and respect, and we’re committed to providing a safe working environment, as well as ensuring the health, safety and well-being of all employees.

We maximise efficiency by monitoring our building management system, minimising waste and recycling where possible. We also have an ethical trading and purchasing policy, which means we give preference to products that have minimal impact on the environment.

3 We foster an ethical culture

We support several charities, including SkillForce, the Duke of Edinburgh Award Scheme and The Children’s Hospital Charity.



Client service and value:

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We provide excellent consulting services which deliver the outcomes clients seek and need

5

We are transparent with clients and respond to their concerns

6

We always strive to improve the value we can deliver to our clients

When clients invest in a skills improvement project, they want to see two things – permanent behaviour change and a measurable ROI.

In 2015, we published a study that highlights how a performance improvement programme that's properly implemented with the right coaching significantly changes the outcomes for clients.

Every client is allocated a dedicated support team, consisting of an account manager, engagement consultant and client service co-ordinator. This hands-on team work hard to ensure that the needs of the client are met at every stage of the project.

We work for dozens of clients each year, all over the world. Many, such as SAP and Ericsson, have been with us consistently for the best part of a decade – their constant reliance on our performance improvement solutions making a difference to thousands of people on their sales front lines.

We exceed our clients' expectations. In polling more than 10,000 participants annually, our evaluation score average never drops below 6.2 out of 7.



Professional development:

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We undertake training and professional development planning each year

8

We promote strong core consulting capabilities and specialisms in our consultants and teams

9

We support our employees' career progression, professional development and welfare

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We support the adoption of the Chartered Management Consultant (ChMC) Accreditation across the industry and champion its values.

We have an in-depth induction process for new starters that includes 1:1 meetings with heads of each area of the business to ensure a thorough immersion into the Huthwaite team in the early weeks.

All new employees are encouraged to attend our own training courses as part of their induction.

Employees complete a performance review with their manager at six-month intervals, where any training needs can be established within or as an extension of their current role. The company actively encourages continuous professional development and supports individual requests where possible. We also encourage the attendance of external business and industry events.

Accreditation of the Huthwaite training consultancy team for the delivery of our products to clients is a rigorous and continuous improvement process. Internal workshop sessions are delivered throughout the year. This year we have added monthly informal lunch sessions where everyone who is in the HQ building on that day drops in for an informal mixer to discuss with all parts of the company what they're doing and how we might help one another.



Commitment to diversity and inclusion:

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We respect and embrace diversity and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients.

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We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected and celebrated at all levels. Furthermore, we are committed to developing diverse future leaders and ensuring their progression in the industry.

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We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consultancy sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of D&I policies and participating in the MCA annual report.

Huthwaite's aim is for its workforce to be truly representative of all sections of society and of our clients, and for each employee to feel respected and able to give their best.

We are against unlawful discrimination of clients and the public when providing our services, and as a company, we commit to encouraging equality, diversity and inclusion in the workplace.

We create a working environment that is free of bullying, harassment, victimisation and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all employees are recognised and valued.

These commitments include training managers and all other employees about their rights and responsibilities under the equality, diversity and inclusion policy. Responsibilities include employees conducting themselves to help Huthwaite provide equal opportunities in employment, and prevent bullying, harassment, victimisation and unlawful discrimination.



Commitment to sustainability:

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We commit to ensuring that our firms operate in an increasingly sustainable way and strive to ensure that sustainability is considered by our clients in our work with them.

We recognise our obligations, both legal and moral, in achieving environmental best practice and continuous improvement in our business activities. We endeavour to manage our energy use efficiently, minimise waste production and ensure that waste is disposed of using environmentally sympathetic methods.

Here is a list of our current sustainability initiatives:

- We have a waste management process which ensures legal compliance and is consistent with the waste hierarchy
- We avoid using plastics wherever possible
- We offer hybrid working to reduce commuter mileage
- We provide virtual classroom options for all of our training programmes
- Cycle to Work scheme
- We use recycled paper (FSC approved)**
- We encourage car sharing and/or rail travel by our employees and trainers wherever possible

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