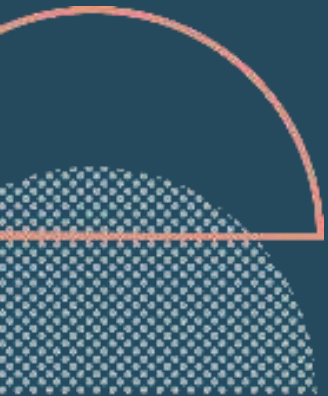


Our commitment to

Consulting Excellence

**Annual declaration to the
MCA by Gobeyond Partners**



gobeyond

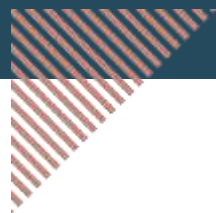
Introducing Gobeyond Partners

A new type of consulting firm

We partner with clients to solve their toughest game changing customer journey challenges.

Our challenger mindset means every engagement counts. Our hand-selected team and collaborative approach means every objective is delivered.

Lasting, real-world change. Guaranteed.



Award-winning
approach to client
service and value

over
250
experts



Major
programme
experience
across

30
countries

A range of capabilities to meet clients' needs

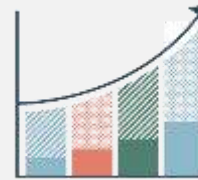
How we can help you

Experienced data scientists supported by cutting edge technologies, **enabling clients to look at their business in ways they never thought possible**; through data analysis, modelling and visualization

Data, analytics & insights



Operational transformation & excellence



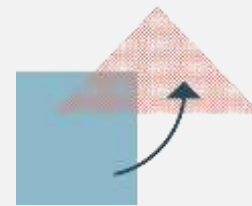
Our transformational consulting includes 3 core areas: Op Model Redesign, **bridging the gap** between **business strategy** and **service proposition**; OpEx, for **sustainable change beyond process improvement**; and OrgEx, with a focus on **people development** through accredited training programs

By transforming customer journeys using **UX/UI** and **behavioural science**, we help **organizations understand their customers**, develop new services, and improve experiences. Our approach **prioritizes human connection** across omni-channels to optimize for better business performance and dramatic customer experience improvements

Customer journey & experience



Technology Solution Design



Technology solution design which supports our **Customer Journey** proposition, **Customer experience**, channel and **process automation solutions**

We have multiple partner capabilities to **drive channel shift, digital adoption and self service**

Why working with us feels different



Experts + Practitioners

Real world experience coupled with deep domain specialism

Entrepreneurial + Committed

As a challenger brand ourselves, every client and engagement counts

Change + Sustainability

We don't deliver slides - we deliver results that stick

Partnership + Collaboration

We work seamlessly with your internal teams and external partners to deliver your outcomes

Global + Dynamic

We have offices in 5 geographical regions; UK, France, Germany, Turkey and Kuala Lumpur

Loyalty + Reputation

A reputation built on results, and lasting client relationships built over 25 years

Our commitment to Consulting Excellence

The MCA's Consulting Excellence scheme aligns very closely with our culture, values and belief in being a force for good in the industry.

We are always working to amplify the value we deliver to our clients, our community and our people, and welcome the opportunity to share some examples through this declaration.

As demonstrated by introducing and supporting new members.



Ethical behaviour

Consulting Excellence firms work with clients, partners, employees and other stakeholders in an ethical way. This means:

1

We are responsible and good citizens

We always act **responsibly**; building a **sustainable future** and reducing our emission footprint is important to us. We promote purchasing and consuming responsibly and re-using and re-cycling to limit waste, including when working from home.

Our Group ESG #MoreMovement has defined goals around 4 key pillars –People, Planet, Progress and Philanthropy. Globally, our Think Human Foundation funded one of our team members to help coordinate much needed support on the ground for people affected by the earthquakes in Turkey earlier this year. At a local level, we have pledged to support the national charity **The Trussell Trust** with the aim of providing 450 volunteering hours, 2500 kilos of food and goods and £5000 in donations. Throughout 2022 we exceeded our target of £13,700 by raising a total of **£14,300 for Brain Tumor Research**.

2

We conduct our business ethically

We always conduct business **ethically**.

Our sales process and policies prohibit anyone in the business from selling work which we do not have the capacity to undertake or may represent a conflict of interest.

We decline work with new clients if we feel there is misalignment in expectations or values following the qualification process.

3

We foster an ethical culture

We work collaboratively with our clients to find the **right solution for their needs**, never using a 'one size fits all' approach. We upskill colleagues we work with to deliver meaningful change that lasts.

We pride ourselves on our role as **trusted advisors** to our clients. Performance is monitored not through sales targets, but rather driving a focus on long-term value-add instead of short-term profitability.

Client service and value

Consulting Excellence firms promote the highest standards of client service and value. This means:

4

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

Our people invest in our relationships and engagements, getting deep under the skin of each unique challenge and standing side-by-side with clients to make the necessary change happen. Our end of year awards recognise and celebrate project success and how they align to client value.

We also back all our work with a **Certainty of Outcome guarantee**.

We were highly commended for our **performance improvement** outcomes in the 2021 MCA Awards



5

We are transparent with clients and respond to their concerns

We ensure we are **easy to work with**; having simple and clear terms of reference, regular communication, audits and site visits. We support the Chartered Consultant programme and are sponsoring a number of our Consultants to gain chartered status. With our cradle to grave account management structure, clients also have a single point of conduct

We were shortlisted for our **performance improvement** outcomes in the 2020 MCA Awards



6

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

Our clients have referred to us as **"true partners focused on win/win outcomes"**. We are always working on our exit strategy. We transfer capabilities and confidence to the colleagues we work with on client sites to maintain progress and build independence, not dependence.

We were awarded the 2018 MCA Award for **Client Service and Value**



Professional development

Consulting Excellence firms develop the capabilities of their consultants, provide career development opportunities and support the welfare of all their employees. This means:

7

We undertake training and professional development planning each year

Our **bespoke consultant development programme** has been independently reviewed and received exceptional feedback for its sophistication, blend of modules and innovative ways of delivering unique insight into our work. As part of our continuous efforts to enhance our consultant development program, we conduct regular reviews and updates to its content. In 2023, we are excited to introduce new modules on leadership, customer journey, and creating transformational experiences for our clients.

We deliver ongoing training throughout the year, with opportunities to learn from our senior leaders including the CEO on topics such as solution selling and analytics.

8

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

We were one of 10 firms to support development of the **Chartered Management Consultant accreditation** by joining the pilot. Since our accreditation, we have supported 17 colleagues with accreditation, with a mixture of achieved and in progress status.

We work closely with colleagues who decide to pursue formal study, recent examples including a Masters Degree in strategic leadership and investment in continuous development for technology subjects.

9

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

Our talent framework and performance management process allows our people to evolve and be promoted across and within the business.

We are dedicated to fostering the growth of talent within our teams, and as a testament to this commitment, we have achieved a threefold increase in the number of promotions year on year.

We use feedback from our global annual engagement survey, Your Call, to gather colleague insight and ideas, then take that information to create action plans based on the responses which includes how we can improve work-life experience. A range of support is available through our Group and Regional wellbeing health programmes, which includes our free App powered by You Balance. Designed around four pillars - Move, Eat, Breathe and Sleep, our people have access to fitness and mindful coaches, authors and medical professions, all with experience of the different aspects of wellbeing from sleep and exercise, to relaxation and mental resilience.

Professional development

Consulting Excellence firms are committed to diversity and inclusion within their workplace and workforce. This means:

10

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.

We embrace diversity, equality and inclusion and through our Group ESG roadmap have created and nurtured initiatives to raise awareness, challenge stereotypes and broaden perception on cultural and gender diversity and LGBTQ+. We enable a workplace where both our people and clients can be themselves and be accepted, without exception. As part of our commitment to cultivating a workplace that embraces diversity, equality and inclusion, and to help raise awareness and acceptance of differences in the workplace, we have mandatory ReThink Human DisAbility and Unconscious Bias training all colleagues are required to complete. We also have the 'Women in Gobeyond' network and a Senior Women in Leadership forum for empowering female leaders and as a platform promoting gender equality in the workplace, celebrating success stories, and offering opportunities to create positive change.

11

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.

We are committed to **developing diverse future leaders** and actively seek talented recruits from a broad mix of business schools, prioritising those with a robust background on diversity. We have prioritised our MBA graduate recruitment from business schools who have a 50/50 admissions policy. We strongly believe in celebrating our cultures and in fighting against the social divide. We undertook an **external audit** of our recruitment process to ensure it is free of bias across our adverts, assessment process and salary offers.

12

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.

We participated in Influencing Unconscious Bias Training design at Group level and support industry efforts to improve progress. Our CEO personally conducted an **audit on pay** to ensure there was **no gender bias** and the negotiation process for all new roles has been banned; it's now a standard rate for all. All remuneration decisions are done by an internal committee using anonymised data.

Commitment to sustainability

Consulting Excellence firms are committed to sustainable development within their organisations and their work with clients. This means:

13

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.

Aligned with our Group's ESG goals across four pillars - People, Planet, Progress, and Philanthropy - we are committed to reducing our environmental impact. Our initiatives include reviewing travel choices and providing green transport options through our electric vehicle scheme for our people. We have also made significant progress in reducing our energy consumption across our UK buildings by installing photovoltaic (PV) panels on many of our sites.

We collaborate with our clients to promote low-carbon and eco-friendly alternatives. Together, we strive to create a sustainable future for our planet.



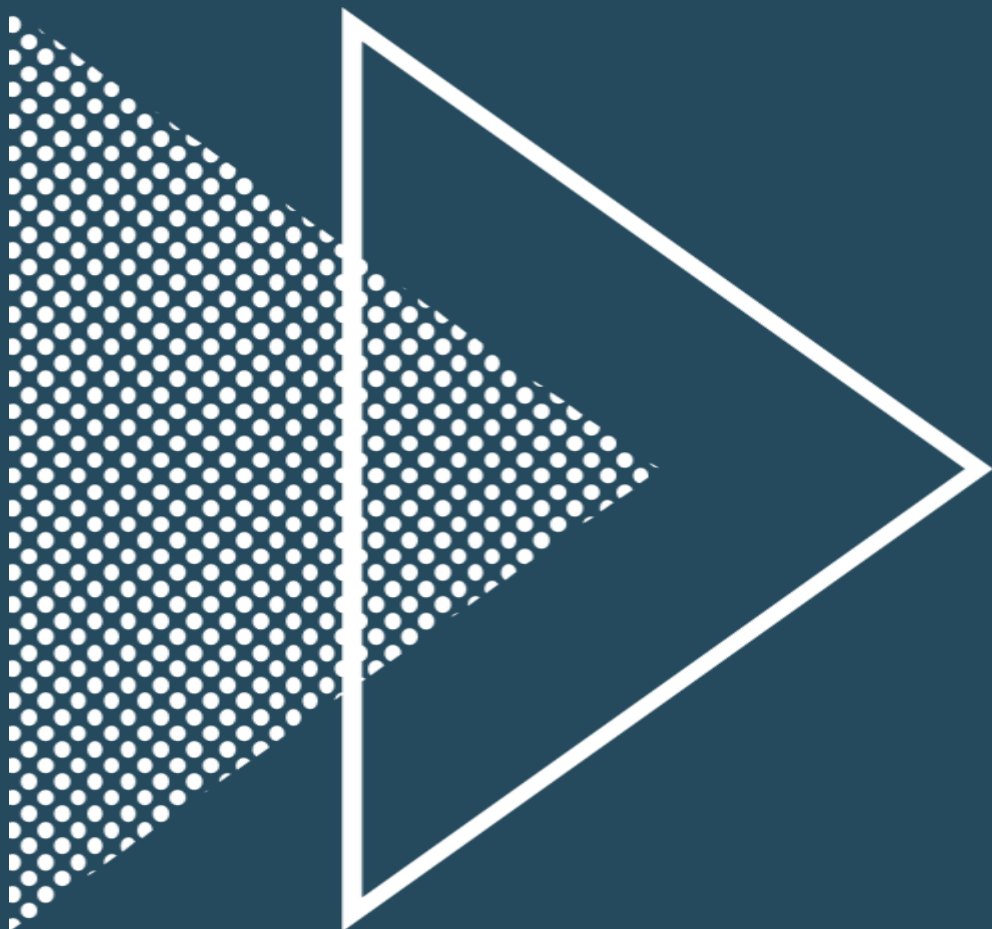
Mark Palmer

CEO, Gobeyond Partners



We work hard to continually enhance the value we deliver to our clients, our community and our people.

We are proud members of the MCA's Consulting Excellence scheme and continue to actively develop our offering, driving positive change with businesses across the world. On four separate occasions we have invested significant effort in helping other consultancies



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