# **A UK Consulting Excellence Firm**



IBM Global Business Services is fully committed in our support for the objectives of the Consulting Excellence initiative, championed by the Management Consultancy Association (MCA). As a UK Consulting Excellence organisation within the MCA initiative, we are proud to evidence our compliance with the principles underpinning the scheme.

IBM is a committed member of the MCA, who's mission is to promote the value of management consultancy for the economy, and for society as a whole. MCA members represent a majority of all UK consulting service providers, supporting over 90% of the top FTSE 100 companies, and organisations throughout the public sector. Consulting firms in the UK are considered among the best in the world, and a vital part of the domestic and global business landscape.

To achieve its mission, the MCA is implementing a three-year strategy, which focuses on delivering value to members through three key objectives:

- Being the voice of the industry
- Promoting a credible and professional industry
- Creating better engagement with and between members.

This aligns fully with IBM's own Values, which form the basis of every IBMers commitment to our clients:

- Dedication to every client's success IBMers are passionate about building strong, long-lasting relationships, which spurs us to go "above and beyond" on our clients' behalf. We are focused on outcomes — to help every client succeed, however they measure success.
- Innovation that Matters IBMers are forward thinkers. We believe that the application of intelligence, reason and science will improve business, society and the human condition. We seek grand challenges, as well as step-by-step improvements.
- Trust and Personal responsibility in all relationships IBMers build personal relationships with all the constituencies of our enterprise — including clients, partners, communities, investors and colleagues. We build trust and we earn it anew every day.

## **MCA Consulting Excellence Principles**

#### **Ethical Behaviours**



We are responsible and good citizens



to address sustainability

challenges for our clients

across the world. Find out

more <u>here</u>



We conduct our business ethically

IBM's corporate culture is deeply rooted in a learning environment based on ethics and integrity, guided by our values and a rigorous system of corporate governance for how we conduct business and manage risk. IBM's Trust & Compliance Office provides centralised and independent oversight of IBM's ethics and compliance programmes. A global team of compliance professionals support our employees to ensure that IBM Consultants conduct our business with integrity and in compliance with legal and regulatory requirements everywhere the company does business. Find out more here or here



We foster an ethical culture

IBM fosters a highly ethical culture through its Business Conduct Guidelines Programme - an active code of business conduct and ethics for all IBM employees worldwide. The programme is centred around our core IBM values, which guide employees in everything they do:

- Dedication to every client's success;
- Innovation that matters—for our company and for the world;
- Trust and personal responsibility in all relationships.
  Find out more here

#### **Client Service and Value**



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



We are transparent with clients and respond to their concerns



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

IBM's mission for our **Global Business** (Consulting) Services is to create economic value for our clients, and for our shareholders, through a unique combination of deep business insight, innovative solutions and global capability; which enables our clients to capitalise on market and technology shifts and gives the opportunity for our Consultants to grow and prosper.

Find out more <u>here</u>, <u>here</u>, <u>here</u>

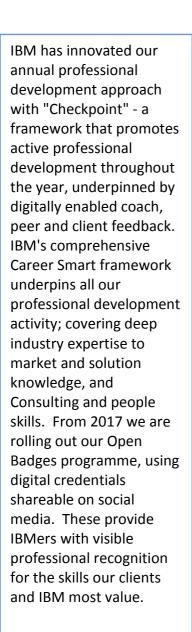
Our Global Business Services "7 keys to Success Framework<sup>TM</sup>" and tools are used to underpin every IBM Consulting engagement. Developed from analysis of our extensive global project experience, it provides a proven, transparent, visible and rigorous approach for governing risk and assessing projects and outcomes together with our clients.

IBM invests heavily in R&D topics as varied as behavioural, health, environmental and plant science as well as technology. We conduct ongoing research amongst business leaders worldwide through the **IBM Institute of Business** Value <sup>™</sup> to discover emerging trends, business innovations and success patterns; these enable us to provide leading edge thought leadership and benchmarking across industries, business functions and technologies for our clients. Our biennial faceto-face C-Suite surveys generate valuable insights for our consulting clients and wider audiences. Find out more here, here and <u>here</u>

### **Professional Development**



We undertake training and professional development planning each year





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

IBM's award winning Consulting by Degrees ™ programme for consulting professionals entering Global Business Services, underpins our vision for Consulting Excellence; promoting development focused on preparing consultants for a demanding and successful future. Our Think 40 activities encourage continuous and frequent learning enabled by our newly innovated cognitive "Lighthouse" tool, which continuously iterates and refreshes learning paths with the very latest professional learning and thought leadership content. Find out more here



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

IBM Consultants have personal Career Coaches whose role is to provide individual support and professional career and development coaching. IBMers also have access to a wealth of self-service and centrally supported advisory resources and confidential channels for Career, Health and Welfare support. Find out more here