



## The Consulting Excellence Declaration

---

The LiveStrategy team is pleased to affirm its commitment to the nine principles of Consulting Excellence outlined by the Management Consultancies Association (MCA).

The framework has become the benchmark of high quality for management consulting firms and serves as a strong signal to the market. It will help clients identify management consulting firms with the highest levels of professionalism and the strongest code of ethics.

As a founding supporter of the MCA's Consulting Excellence standard, its principles are deeply embedded in the LiveStrategy way of working. LiveStrategy will continue to be guided by these principles in order to remain at the vanguard of delivering the the highest quality service to our clients. We will continually review our consulting model to ensure that we are advocates for developing the very highest standards of competence, ethics and values within the profession.

[live-strategy.com](https://live-strategy.com)

**LiveStrategy**

MCA // CONSULTING  
EXCELLENCE

## Ethical Behaviour

---

### We are responsible and good citizens

- We are a truly virtual organisation which means that we consume less energy and cause less damage to the environment, our clients are not supporting any central overheads and our fees therefore genuinely reflect the lower cost to serve.
- Our consultants can work from anywhere within a four hour time zone of our UK office subject to connectivity, security, health and safety, and ergonomic requirements.
- Our commitment to diversity is reflected in our belief that it helps to generate maximum productivity by having a consulting population which includes a mix of sexual orientation, social class, educational background, and race.
- We are advocates for exemplary practice and will promote the MCA's Consulting Excellence as the minimum standard within consulting.

### We conduct our business ethically

- We plan, practice, and price our work on an outcome basis; this makes for high value, high quality, high productivity strategy consulting, accessible to smaller companies.
- We operate at a high level of confidentiality to ensure that we protect clients' interests and reputations at all times.
- We always operate within the boundaries and intent of the law and develop appropriate governance practice.
- We work together with our clients to achieve their commercial and strategic objectives and obligations to their shareholders and community stakeholders.

### We foster an ethical culture

- Listening and being able to say what you need to say is a fundamental part of the culture of our organisation. Practicing this also enables our people to discover and understand what the client really wishes, wants, and needs.
- We foster a working environment which celebrates diversity because we believe it is fair and good for productivity.
- We train people to listen and understand people/stakeholder concerns and different perspectives. Gaining that understanding ensures that we take the appropriate action.



## Client Service and Value

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

- We provide strategy consulting services, offering the appropriate level of initial research so that further inquiry and strategy formulation can evolve to create a robust enterprise. The Why, What and How to grow and develop the enterprise.
- We perform in-depth, multiple loop research in partnership with the client so we both interpret the quantitative, qualitative, and social behavioural information together. We learn from each other about their industry and how it is organised.
- We embed ourselves within the business and its organisational purpose which produces many long-term positive relationships and a beacon for clear alignment and optimum productivity.
- We bring FTSE 250 and Fortune 500 experience and expertise to smaller businesses at a reasonable price and a better experience. A much more productive option than the norm.

### **We are transparent with clients and respond to their concerns**

- We will never work for a competitor to an existing client firm.
- We will always tell our clients the uncomfortable truths and amazing opportunities.
- We are always transparent about the capabilities and competence of the firm, the consultants, and the team.
- We accept responsibility for the performance of employees, business partners, and suppliers, ensuring they adhere to principles of ethical behaviour, due process, and client service.

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

- Our whole business model is based upon identifying where we can add value to the client and how they can add more value to their customers and investors.
- We generate bespoke tools to investigate the client's business better and mix this with deep experience to maximise leverage and create more productivity.
- Client feedback, negative and positive, is always sought after to ensure our continuous improvement.



## Professional Development

---

### **We undertake training and professional development planning each year**

- It is mandatory that all employees produce a personal development plan (PDP) which focuses on bespoke training and development of the individual.
- We encourage employees to reflect honestly on their performance, capabilities, and development.
- We encourage employees to provide feedback on the firm's culture and performance, and commit to respond openly to suggestions for improvement.

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

- We only assign consultants that are clearly qualified and experienced to work at that level, complexity and pressure. They must also have a broad level of knowledge in that sector or industry or be transferring knowledge and skills from other sectors.

- It is mandatory for our employees and business partners to pursue relevant professional qualifications or demonstrate continuous verifiable learning; the business funds all approved learning.

- Constant learning, leverage, productivity, creativity, and insights create conditions for junior consultants to grow safely and quickly.

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

- Our appraisal approach is based entirely around an employee's personal development.
- Employees are actively encouraged and paid to participate in relevant professional networks for greater client leverage.
- We have a framework in place (Working from Anywhere policy) to give all employees and business partners flexible and alternative ways of working.

