



## MCA Awards 2018 Winner

Consulting Excellence Award for Ethical Behaviour  
PPL

PPL was founded in 2007 around seven values which spoke to the organisation they wanted to be, with ethical at the centre.

PPL's values have remained consistent. However, with the growth of PPL as a firm has come a renewed responsibility to ensuring those values remain as "alive" today, as they were ten years ago.

PPL 10 is about how the PPL team has worked together over the last 12 months to develop and embed the principles of Consulting Excellence in everything we do.

In particular, as PPL celebrates its first ten years, the team have taken the opportunity to reflect on the values that have guided growth to-date; and to ensure that they continue to model the highest standards of ethical behaviour, in all of their work, every single day.

PPL believes that only by keeping ethics at the heart of what they do will the organisation continue to survive and thrive, and in doing so continue to add value to their clients and all they serve.

As a result, PPL has expanded investment in staff, in working with the social entrepreneurial and third sector, and in its charitable partnerships, setting out a clear vision – owned by all of the team and shared with their clients – for the next 10 years.

This has included "How We Learn" – PPL's programme of supporting and growing the team in consulting best-practice and ethical behaviour, from apprentices to senior executives; new networks working together with social entrepreneurs, academics and third sector organisations to deliver better outcomes for clients; and PPL10 charity work, aiming to deliver £50,000 of additional funding into the hands of charities working to support people to succeed and thrive in our society as a whole.

In a challenging market place, PPL is seeing the results, in terms of ongoing growth as a consulting business, in client feedback, and in the positive impact that the broader activity of PPL staff and charitable partners are having both in the UK and internationally, in transforming lives and building a sustainable future of health, wellbeing and economic success.