

# Demonstrating DWG's commitment to Consulting Excellence.

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MCA Consulting Excellence Declaration  
2025



Don't journey alone

# Consulting Excellence Principles.



As signatories to Consulting Excellence, MCA member firms commit themselves to adopt the 14 Principles of Consulting Excellence:

## 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.
2. We conduct our business ethically.
3. We foster an ethical culture.

## 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.
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.

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

## COMMITMENT TO DIVERSITY AND INCLUSION

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

11. 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.
12. 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.
13. 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.

## COMMITMENT TO SUSTAINABILITY

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

14. 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.

# Declaration.

This declaration outlines how Digital Workplace Group (DWG) lives up to the 14 Principles of Consulting Excellence.

**DWG's mission** is to guide and support organizations globally on their journey towards digital workplace success through expert advice, peer connections, research and insights.

**Don't journey alone.**

**Our vision** is to accelerate the digital transformation of workplace experiences to unlock innovation, productivity and collaboration.

**As a member of the MCA**, DWG is committed to upholding the Principles of Consulting Excellence.

## 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.

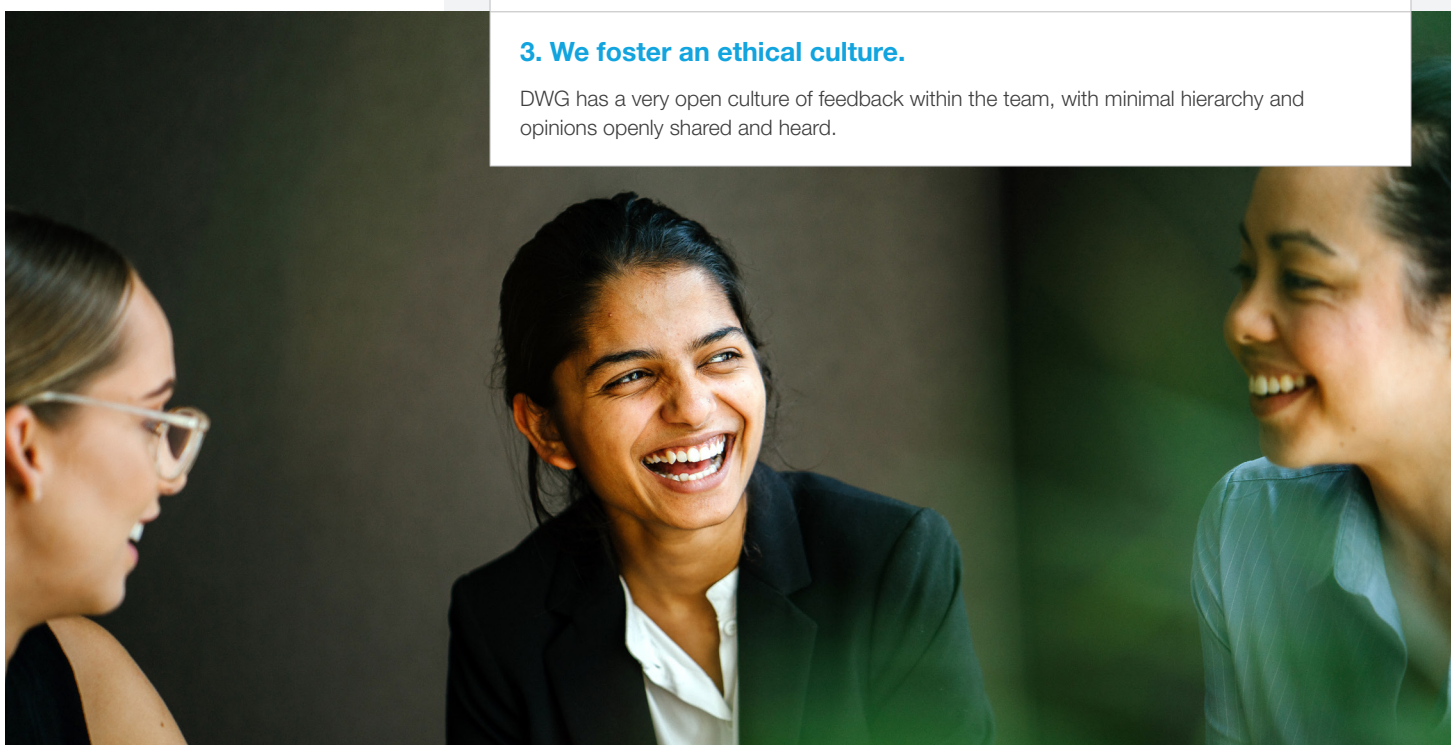
DWG has strong online relationships with our members, with many organizations continuing their membership for several years. Delivery of consultancy to our Statement of Work and verbal commitments and word is extremely important in maintaining member satisfaction and renewals.

### 2. We conduct our business ethically.

DWG offers all services as remote first, limiting travel to a minimum. We have encouraged flexible working for our team since the business began in 2002, enabling our colleagues to balance work and home life as their circumstances require.

### 3. We foster an ethical culture.

DWG has a very open culture of feedback within the team, with minimal hierarchy and opinions openly shared and heard.





# Declaration.

## 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.**

We remain actively engaged throughout the entire project journey, collaborating closely with our clients to refine and evolve the scope as needed. This adaptive approach helps ensure the best possible outcomes at every stage.

Our dedication to quality is reflected in our results: our client satisfaction scores consistently exceed 90%, and our Net Promoter Score stands at 69, well above the industry average.

DWG was named as a U.S. Leader in ISG's Future of Work report for Public Sector in 2021. We have also been recognized as a leading management consultancy in the FT's list for the last six years, awarded Bronze in the Digital Transformation category, [as detailed here](#).

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

All clients have a project manager and account manager as standard and we maintain regular contact to ensure any issues are dealt with openly and quickly.

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

DWG has a programme of continuous research and product innovation.

Our MCA membership is a part of this commitment to improve, enabling us to network and learn from others.



# Declaration.

## 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.

Most of DWG's consultants are freelance so DWG does not actively invest in training for them directly. However, we help to develop skills by including people in projects that will push and develop their skills, always ensuring they are mentored by experienced consultants.

We get excellent feedback from consultants that working in project teams, as they do in DWG, enables them to learn from others in a way they cannot as a sole freelancer.

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

All projects are delivered as part of a team, mixing very experienced DWG consultants with those new to DWG to ensure skills transfer.

Consultants develop their own specialisms and often lead the product development in those areas.

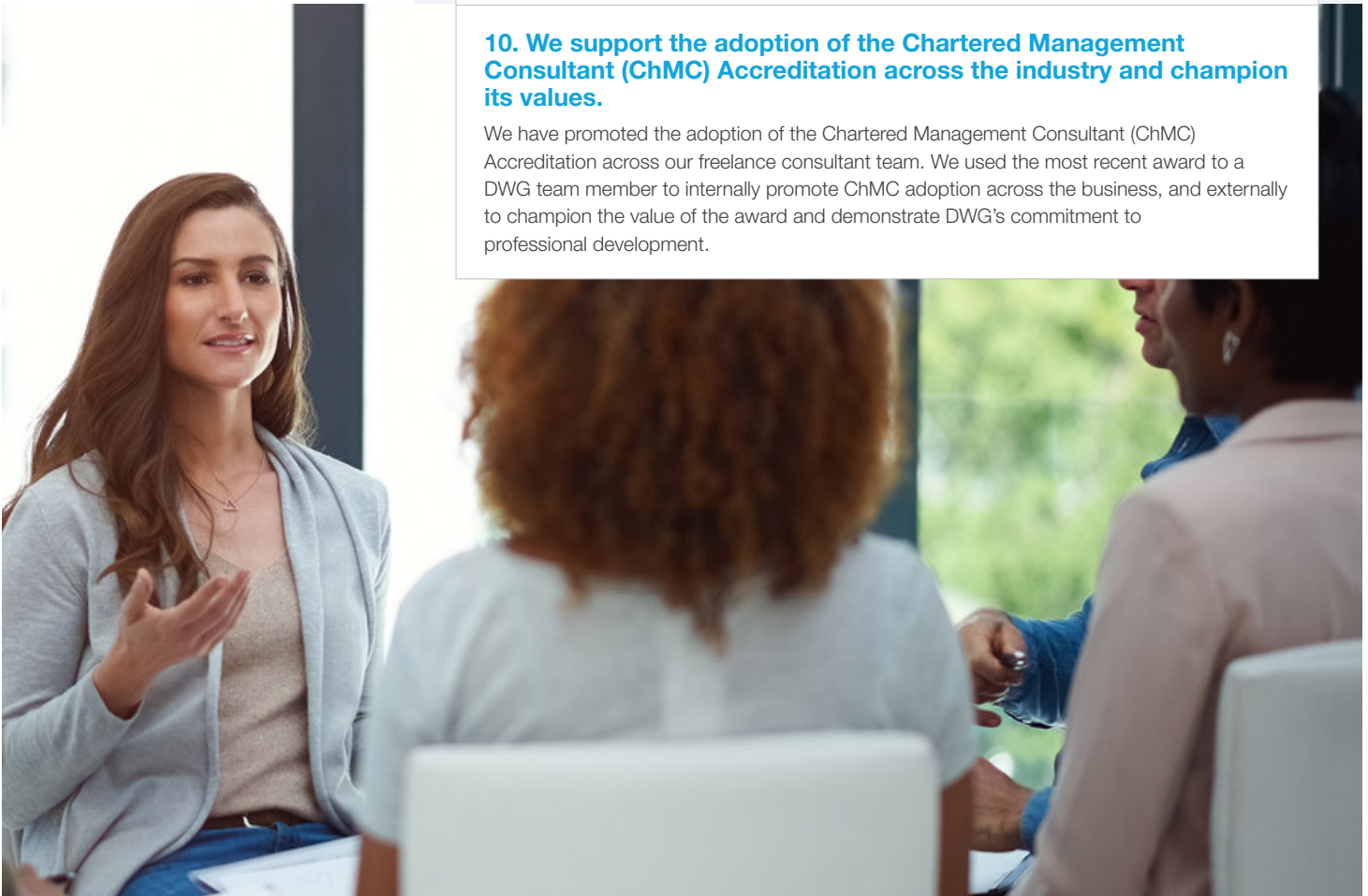
### 9. We support our employees' career progression, professional development and welfare.

As a flexible, non-hierarchical consulting team, DWG has been able to understand consultants' career development wishes and has often been able to support their development through cross-functional work experience.

We also offer a number of initiatives that support employee welfare, such as regular 1:1s, our Employee Assistance Programme, bi-monthly 'Quiet Weeks', and various support groups hosted on MS Teams.

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

We have promoted the adoption of the Chartered Management Consultant (ChMC) Accreditation across our freelance consultant team. We used the most recent award to a DWG team member to internally promote ChMC adoption across the business, and externally to champion the value of the award and demonstrate DWG's commitment to professional development.



# Declaration.

## COMMITMENT TO DIVERSITY AND INCLUSION

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

### 11. We respect and embrace diversity and inclusion, and understand the importance and positive benefit of people from different backgrounds working for both DWG and our clients.

Having worked as a virtual team for more than 15 years, with a core policy of flexible working, we are proud that the geographic and gender profile of our workforce is diverse. We also remain committed to constantly reviewing our practices to identify where (for example) unconscious bias and processes have acted as potential blockers to diversity and inclusion within our organization.

DWG's book, [Nature of Work: The new story of work for a living age](#), published in 2021, draws on lessons and stories from nature as a way to illustrate the importance of a holistic approach to creating healthy organizations – and one of the key elements covered is Biodiversity. The book makes the case that, just as biodiversity is critical to the health of ecosystems, in work, too, diversity of people in its various forms is crucial, not only for the health of an organization and the way it serves its clients, but for society as a whole.

### 12. 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.

At DWG, we use our external networks to recruit new team members and also engage specialist agencies where appropriate to reach out more broadly for new talent.

Developing a diverse cohort of future leaders is key to what we see as the success and effectiveness of our industry. We therefore run mentor sessions for people within our client organizations and our own team to help them develop their leadership capability and influence.

Furthermore, within our industry, we hold [Digital Workplace Awards](#) to recognize teams and their leaders, highlighting their successes within their organizations and elevating their visibility in the industry.

### 13. 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.

DWG is committed to improving our progress on the diversity and inclusion of our work community, and is particularly keen to identify and address gaps in our current practices. We actively collaborate, through conversations and working groups, with the MCA, Institute of Directors and other external organizations to ensure that we stay up to date and strive to embody relevant best practice.

## COMMITMENT TO SUSTAINABILITY

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

### 14. 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.

DWG has long been committed to sustainability. We conduct almost all of our client interactions online and rarely travel to meet clients in person or work onsite. Furthermore, DWG has committed to becoming carbon-neutral and is working with the University of Nottingham to achieve this aim.



## About Digital Workplace Group

Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consultancy services.

DWG provides expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

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