



MCA CONSULTING EXCELLENCE DECLARATION

Huthwaite International is a proud member of the MCA (Management Consultancies Association) and is fully committed to the MCA Consulting Excellence scheme, joining the scheme as it launched in 2016. MCA Consulting Excellence commits member firms to the highest standards of ethical behaviour, professional development and client service and value.

Introduction

The Consulting Excellence initiative aligns with Huthwaite's own intrinsic values. High quality is of paramount importance to us. Many of our clients operate in fiercely competitive markets and the fact that they stay with us year after year, indeed, that they come to us at all, is down to our ability to demonstrate excellence across all areas of our business.

Huthwaite Values

We have six values that express who we are, how we aim to behave and what we aim to be as an organisation. They are an expression of our identity and a source of reassurance for our clients.

Excellence - We strive for excellence in everything we do, as individuals, as teams, as a company. No one can impose standards on us higher than those we impose on ourselves. Our quest for continuous improvement is relentless.

Focused - We are not generalists. We don't aspire to be all things to all people. Sales, negotiation and communication skill development is what we do and we do it to the highest standards in the world.

Customer first - Doing the right thing for our clients matters deeply. We listen, we consult, we respond. We work hard to be a team they trust, with whom they feel safe and enjoy working. The fact that many of our clients stay with us for years, if not decades, is testament to this.

Authenticity - We do what we say, we deliver what we promise. We are open and honest in our dealings with our clients, our stakeholders and with each other. We would rather politely decline business than promise something we knew we couldn't deliver.

One team - We are a multidisciplinary team of researchers, learning specialists, project managers, trainers, instructional designers, communicators, administrators. Our skills combine on a daily basis to make a difference for our clients. We respect each other and work as a team. We place the good of our company before personal success.

Expertise - We value expertise, whoever and wherever it comes from. We challenge our own understanding continuously. We study commercial contexts, markets, trends, new and emerging thinking in every industry. It is integral to our ability to help clients achieve a measureable difference in performance.

The Nine Consulting Excellence Principles

Ethical behaviour

1. We are responsible and good citizens
2. We conduct our business ethically
3. We foster an ethical culture

As our own values of 'Customer First' and 'Authenticity' state we have a strong desire as a company and individuals to behave in line with a firm ethical and moral code. This applies to relationships with our clients, our suppliers and our colleagues.

We survey our clients regularly, both informally and formally through our annual client survey to gain their feedback and ensure we are continuing to perform to the highest standard. Both channels show that we are seen as a 'trusted advisor' and a 'safe pair of hands'. This is testament to our people and our business ethics.

We are also Skills Partner of the Association of Professional Sales (APS) signatories of their Sales Code of Conduct and sole partner for their Professional Registration initiative, which encourages the sales community to uphold ethics in sales.

We seek to operate in an ethical way at all times. Our employees are treated with dignity and respect and enjoy excellent working conditions. Huthwaite is committed to providing a safe working environment and to ensuring the health, safety and well-being of all employees. Our safety policies ensure we fulfil that ambition, e.g. Lone-working policy. The company complies with all relevant UK and European Law with regards to Health and Safety, Employment and Anti-Discrimination.

We also have policies in place covering energy and electrical use and we monitor our building management system to maximise efficiency, to minimise waste and to promote recycling. We have an ethical trading and purchasing policy that ensures we give preference to those products and services that have minimal or reduced impact on the environment.

We take our social and corporate responsibility very seriously and support several charities. These include e.g. SkillForce <https://huthwaiteinternational.com/horizon-detail/skillforce-prince-william-award-reaping-benefits-spin-sales-process/>, Duke of Edinburgh Award Scheme and The Children's Hospital Charity.

Client service and value

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.

When clients invest in a skills improvement project it's because they want to see permanent behavioural change and with it, a measurable return on investment. Quantitatively measurable outcomes are not always possible in the skills development sector it is an outcome we work hard to ensure. But in 2015 we were able to publish a study specifically aimed at illustrating that a performance improvement programme, properly implemented around our methodologies and behaviours, and supported by internal and external coaching/consulting effort, significantly changes the outcomes for clients. It can be read here:

<https://info.huthwaiteinternational.com/business-case-spin-selling>

As we, as a nation, head into an uncertain period where focus on Productivity is going to be paramount, then productivity in the sales arena is certain to be a key element of that. With that in mind, part of our contribution to the debate, and to the MCA's thought leadership in this area, has been to contribute to the relevant MCA round-tables and to write articles such as this one.

<https://www.mca.org.uk/news/updates/is-everything-in-your-and-your-clients-business-productive/>

We address client goals by following a defined process. It's a five stage approach we call the Learning Journey. More detail can be found on our website [here](#).

Every Huthwaite client is allocated a dedicated support team for the life of their relationship with us consisting of an account manager, engagement consultant and client service co-ordinator. This hands-on team work hard to ensure that the needs of the client are met at every stage of the project.

We have a range of tools to allow clients to assess where the priorities for an intervention lie, even if the outcome might delay or reduce the level of the active fee-earning participation of Huthwaite. For us, the integrity of the outcome is of greater long-term value than the size of the initial engagement.

Our standard legal terms and conditions include a clause with a commitment to re-perform services if our delivery standards are breached. However, that is never necessary, and in the main, we exceed our clients' expectations, as evidenced not only by the ROI reports already cited, but also that over 40 years, in polling more than 10,000 participants annually, our evaluation score average never drops below 6.2 out of 7.

Helping our clients to succeed

We work for dozens of clients each year, all over the world. Many, such as SAP and Ericsson, have been with us consistently for the best part of a decade – their constant reliance on our performance improvement solutions making a difference to thousands of people on their sales front lines.

Here, other companies speak not only about the content and quality of what we deliver, but the values of sustainability and support we engender while we're doing it.

<https://huthwaiteinternational.com/horizon-detail/does-spin-selling-work-atkins-global/>

<https://huthwaiteinternational.com/horizon-detail/building-sales-excellence-atkins-global/>

<https://huthwaiteinternational.com/horizon-detail/achieving-creative-sales-excellence-with-spin/>

<https://huthwaiteinternational.com/horizon-detail/royal-mint-embedding-spin-selling-questions/>

<https://huthwaiteinternational.com/horizon-detail/dachser-a-global-player-in-a-changing-landscape/>

Professional Development

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

We have an in-depth induction process for new starters that includes 1:1 meetings with heads of each area of the business to ensure a thorough immersion into the Huthwaite team in the early weeks.

All new employees are encouraged to attend our own training courses as part of their induction.

Employees complete a performance review with their Manager at six month intervals where any training needs can be established within or as an extension of their current role. The company actively encourages continuous professional development and supports individual requests where possible. In the last year we have supported employees who wished to achieve additional business qualifications in the areas of coaching, marketing and finance. We also encourage the attendance of external business and industry events.

Accreditation of the Huthwaite training consultancy team for the delivery of our products to clients is a rigorous and continuous improvement process. Internal workshop sessions are delivered throughout the year. This year we have added monthly informal lunch sessions where everyone who is in the HQ building on that day drops in for an informal mixer to discuss with all parts of the company – whom they may rarely see due to the peripatetic lifestyle – what they're doing and how we might help one another.