

BearingPoint MCA Consulting Excellence Declaration



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MCA Consulting Excellence Scheme

Consulting Excellence is the ground-breaking new scheme for the UK's leading management consulting firms. It marks a step change for the industry.

UK consulting is renowned around the world. MCA members make vital contributions to the economy, public services and our national life. Consulting is a great profession, a real vocation. In Consulting Excellence, MCA members have created a scheme that celebrates consulting's value and also commits them to the highest standards of ethical behaviour, client service, and professionalism. Available only to MCA members, Consulting Excellence is the new badge of quality in consulting. It will help clients make better buying decisions. It will promote collaboration between clients and consultants to achieve great outcomes. And it will help MCA firms recruit and retain the best people.

MCA member firms adopt [the Nine 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

BearingPoint Consulting Excellence Declaration

BearingPoint's commitment to consulting

At BearingPoint, we are committed to Consulting Excellence and strive to instill this commitment in everything we do. Having been a member of the MCA for several years, we work with them as our industry body to drive client value and delivery excellence in the consulting industry.

We fully support the MCA's drive to deliver excellence and value to clients, and our culture, values, and the standards we seek to deliver to our clients are wholly aligned to the 9 key Principles of the Consulting Excellence scheme. BearingPoint is a keen supporter of this critical initiative and had no hesitation in signing up and demonstrating our support of a scheme which will mark a step change for the consulting industry.

Alan Leaman, CEO of the MCA said: *"Consulting is changing rapidly, and this is recognised in our commitments to innovation and professional development. But there are also consulting constants: quality services, strong client relationships and objective advice... Consulting Excellence brings these together in ways that will help clients to make informed and better buying decisions, and both consultancies and clients to achieve the complex outcomes the modern economy requires."*

'BearingPoint have been committed to the MCA Consulting Excellence scheme from the very beginning, and launching this scheme internally with the support of the MCA has helped us to generate great enthusiasm and significant momentum for this critical initiative. We look forward to continuing with this momentum.'

– James Rodger, Partner and Regional Leader, BearingPoint

The Consulting Excellence Scheme celebrates consulting's value and also commits member firms to the highest standards of ethical behaviour, client service, and professionalism; Consulting Excellence is the new badge of quality in consulting, and BearingPoint is proud to be involved with this critical initiative.

BearingPoint Consulting Excellence Declaration

Our Commitment to the 9 Consulting Excellence Principles

As a member of the Consulting Excellence Scheme, BearingPoint is committed to ensuring that the 9 core principles are at the heart of what we do.

Ethical Behaviour

As BearingPoint's reputation for integrity is one of our most prized assets, it is essential for the Firm to do business with a high level of integrity in all business practices, including relationships with its employees.

BearingPoint's Standards of Business Conduct provides an overview of this commitment by determining standards of ethical behaviour and fiduciary responsibilities.

As the commercial and compliance environments in which we operate evolve, we must be prepared to adapt the way we work to ensure that we always conduct our business in the most appropriate, ethical and transparent way while complying with our core values: Commitment, Excellence, Teaming, Passion and Stewardship.

BearingPoint's commitment to our Standards of Business Conduct is directly aligned with, and mutually supportive of, the Consulting Excellence Principles for Ethical Behaviour.

BearingPoint Consulting Excellence Declaration

Our Commitment to the 9 Consulting Excellence Principles

Client Service and Value

As BearingPoint's reputation for integrity is one of our most prized assets, it is essential for the Firm to do business with a high level of integrity in all business practices, BearingPoint fully embraces the Consulting Excellence's 9 Principles, and when looking at Client Service and Value we have introduced a Customer Experience Program which aims to solicit feedback from our clients, allowing us to address issues and/or build upon our successes, and put tangible action plans in place. More details of our Customer Experience Program can be seen below.

Customer Experience Management

Customer Focus

- BearingPoint's Customer Experience team focuses on gaining insight into our clients' overall relationship and loyalty with BearingPoint, understanding how they perceive us in the market, and why they chose BearingPoint. At the heart of the Customer Experience program is a client feedback survey that assesses our clients' satisfaction with our services, gains a better understanding of their perceptions and identifies ways in which we can improve our service delivery to them.

Business Benefits

- General overview of the customer's experience and satisfaction with BearingPoint enhances our perception as trusted advisors who truly understand each client's needs and priorities increase our profitability and revenue by developing and strengthening relationships with key players
- Understanding of our client's view of our working relationship and our strategic value builds long terms relationship and identifies new opportunities provides a clear picture of the current health and loyalty of key client relationships that are both detailed and actionable allows us to develop account-specific strategies for improving relationships and driving greater revenue.

Client Benefits

- An open channel of communication directly to the BearingPoint management
- Greater alignment of our services with their priorities and preferences
- Greater value from BearingPoint solutions
- Ultimately, the most optimal business results, tailored to client needs

Our client satisfaction surveys show improving results each year since our MBO and we are committed to maintain this upward trend.

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Our Commitment to the 9 Consulting Excellence Principles

Professional Development

At BearingPoint, we are committed to developing our people from their very first day with the company. All new hires come together at BearingPoint School – an international training week – where everyone gets to know the organisation better, build personal networks and get their career at BearingPoint off to a great start.

BearingPoint is committed to the development of the team. To help our people move their career forward, there are several tailor-made education programmes assisting with getting each person to the next step in their personal development. Training is offered which enhances employees' skills base, and which helps them to be successful in their work and to be well positioned for growth.

Training sessions are held each week, hosted by both internal and external training providers. The training is directed to develop our consultants at each level, and it designed to be all encompassing, giving them the skills required to progress – both on a personal and technical level. Training courses which are hosted by external vendors have been selected based on an assessment of what would add most value to staff in terms of their roles and their own professional development. For example, our co-operation with Yale School of Management provides specifically designed courses for BearingPoint staff. We provide a wide range of leadership, industry, business, technical and solution learning opportunities in addition to our state-of-the-art e-learning platform which offers more than 2,200 courses.

BearingPoint also has an Accelerated Development Programme – aimed at high potential senior consultants accelerating their progression towards senior management, where tailored training and development programmes are constructed which are designed to help them realise their potential. We also provide personal coaching sessions for Managers and above, completely tailored to their needs.

Every employee at BearingPoint is given a Development Manager and a Development Partner, who assess training requirements for the individual and set a development plan for the year ahead, regularly assessing their progress.

Feedback is given after each training session, and through our annual BearingPoint staff survey we are able to monitor and assess satisfaction levels with the above, allowing us to address any issues found or build upon our successes.

BearingPoint Consulting Excellence Declaration

How we are promoting Consulting Excellence

As a proud member of the Consulting Excellence Scheme, we want our clients, prospective clients, staff, and potential recruits to understand the benefits of our membership of the programme. As such, we have put together an outline marketing plan to demonstrate how we intend to communicate this to our various internal and external stakeholder groups:

Website

A dedicated webpage is currently in production which will host our Declaration to the MCA Consulting Excellence Scheme. This web page will not only document our commitment to the scheme, but we plan to include the official MCA Consulting Excellence Scheme video to ensure our audience has a full understanding of what the scheme is.

Social Media

A social media campaign will be launched in the New Year to coincide with the launch of the MCA member firms' declarations. Social Media activity will consist primarily across Twitter and LinkedIn, and will promote the Scheme, the MCA, and our commitment.

Press Release

A press release is currently in production to promote our involvement in the scheme and will also be launched to coincide with the launch of the member firms' declarations.

Internal Comms

We have already begun to communicate internally our involvement in the scheme, with several internal emails regarding the scheme, an MCA launch event at one of our monthly All Hands meetings, and the roll out of the Consulting Excellence survey.

Internal communications will continue to take place to ensure our staff are fully aware of the scheme and our commitment to it.

We also run a monthly employee recognition award scheme, highlighting those individuals or teams who show exceptional commitment towards our culture and values, these are directly aligned to the 9 principles of the Consulting Excellence Scheme.

BearingPoint Consulting Excellence Declaration

How we are promoting Consulting Excellence continued...

Email Signature

All BearingPoint staff will have the opportunity to include the dual BearingPoint/Consulting Excellence logo at the bottom of their email signature. This is currently in production.

Overview slide for client decks

A one pager is proposed for all client proposal decks to outline BearingPoint's commitment to the Consulting Excellence Scheme.

Recruitment

We have declared our commitment to the Consulting Excellence Scheme in our Recruitment brochure and it will be going on the Recruitment webpage also. Our membership of the scheme will be communicated to potential recruits at all recruitment events.

BearingPoint Consulting Excellence Declaration

Ongoing Consulting Excellence Self-Assessment

We understand that Consulting Excellence is an ongoing commitment, and as such BearingPoint will be taking action to ensure we regularly self-assess against the 9 core principles of the scheme and our performance against each.

Many performance results will filter from our annual staff survey where we look to understand our staff's opinion on professional development, training, equality, ethical commitments, and client relations. Each piece of feedback is looked at and a plan is put in place to address any issues or enhance the existing structure of successful initiatives.

BearingPoint®