

## CONSULTING EXCELLENCE AT NETCEL

Netcel is a digital consultancy that brings together technology and imagination to help brands deliver exceptional digital customer experiences.

### VALUES

Our internal values inform the way we support the MCA's:

#### Progression

- Use knowledge to inform thought processes and decisions to deliver exceptional results
- Always move things forward, creating and sustaining momentum, upholding the highest standards throughout
- Exceed expectations by finding new smarter and better ways of doing things

#### Imagination

- Always listen and be open to earn trust, but challenge by asking “what if” and “why not”?
- Seek new brave and original ideas
- Consider different scenarios and find creative solutions, greater than the sum of their parts

#### Knowledge

- Constantly learn and expand knowledge from those who know more
- Be inquisitive, ask open questions
- Be collaborative, share and communicate knowledge

### ETHICAL BEHAVIOUR

Netcel works with clients, partners, employees and other stakeholders in an ethical way.

#### 1. We are responsible and good citizens

Through Netcel's values, staff are required to uphold the highest standards at all times. This includes both the way that we interact and engage with clients, as well as colleagues, suppliers and partners. The result is a company where the average length of staff service is 6.7 years (source: LinkedIn, Mar 2019) which reflects the ethical environment that the team creates and works within.

#### 2. We conduct our business ethically

Netcel works in an honest and transparent manner throughout its operations. This is reflected in its values; to be open, always listen and earn trust. The trust that we have earned over time with our clients is a reflection of our ethical approach to doing business.

#### 3. We foster an ethical culture

The ethical culture at Netcel has not been created by chance. It was present within the company before the creation of Netcel's values, a step that reinforced our beliefs on how a company should operate and the culture it should pursue.

### CLIENT SERVICE AND VALUE

Netcel promotes the highest standards of client service and value.

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

Progression is a key of Netcel value. Consultants and all staff are actively encouraged to uphold the highest standards in all aspects of work. To deliver the outcomes that our clients seek and need, consultants are actively encouraged to exceed expectations, in adherence with Netcel's values.

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

A key Netcel values is to always listen and be open to earn our client's trust. All of which contribute to the transparent high quality relationships that Netcel maintains with clients. This refers not only to our relationship with clients, but also within the team and with our partners. However, we also reinforce the need to challenge our clients, to ensure together we deliver the best solution.

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

The requirement to deliver outstanding results is the first point in Netcel's values. It is the sum result of all the other points within our values. Delivering outstanding results and improving the value delivered to our clients is the central core to Netcel's operations. Under knowledge, the first value summarises our belief that business (and life) should be a constant learning process, where we continually look to improve our knowledge and skill and see how we can use this to support our clients and our colleagues.

### **PROFESSIONAL DEVELOPMENT**

Netcel develops the capabilities of its consultants, provides career development opportunities and supports the welfare of all employees.

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

In the spring of each year, an annual appraisal is conducted with every member of staff. This includes reviewing and updating their personal development plan, while ensuring that their plan is aligned to their departmental plan and the overall company roadmap. Staff are provided with an annual training budget and are asked to be proactive in identifying methods to spend their budget in line with their personal development plan. Time is set aside for training, exam preparation and exams. Exam bonuses are paid to reward achievement.

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

Netcel's team members are encouraged to develop their capabilities through their personal development plan, while the PACE requirement to be collaborative ensures that capabilities are shared throughout the team. Knowledge Shares take place most weeks and see a team member provides insights into a topic, solution, technology or project; which any interested team member can attend. In doing so, capabilities are developed throughout Netcel.

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

As well as annual appraisals, mid-year reviews and regular scheduled catch-ups ensure that career progression remains on track. And this communication framework provides the mechanism for discussion of any aspect of a team member's welfare. An important aspect of progression is peer feedback, which is anonymously collected and disseminated to each staff member during their annual appraisal.

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