



# Our commitment to Consulting Excellence

Annual declaration to the MCA  
by Gobeyond Partners

**gobeyond**

# Introducing Gobeyond Partners

## A new type of consulting firm

**We partner with clients to solve the toughest customer journey challenges.**

Our challenger mindset means every engagement counts. Our hand-selected team and collaborative approach means every objective is delivered.

Lasting, real-world change. Guaranteed.



**Award-winning**  
approach to client  
service and value

over  
**350**  
experts

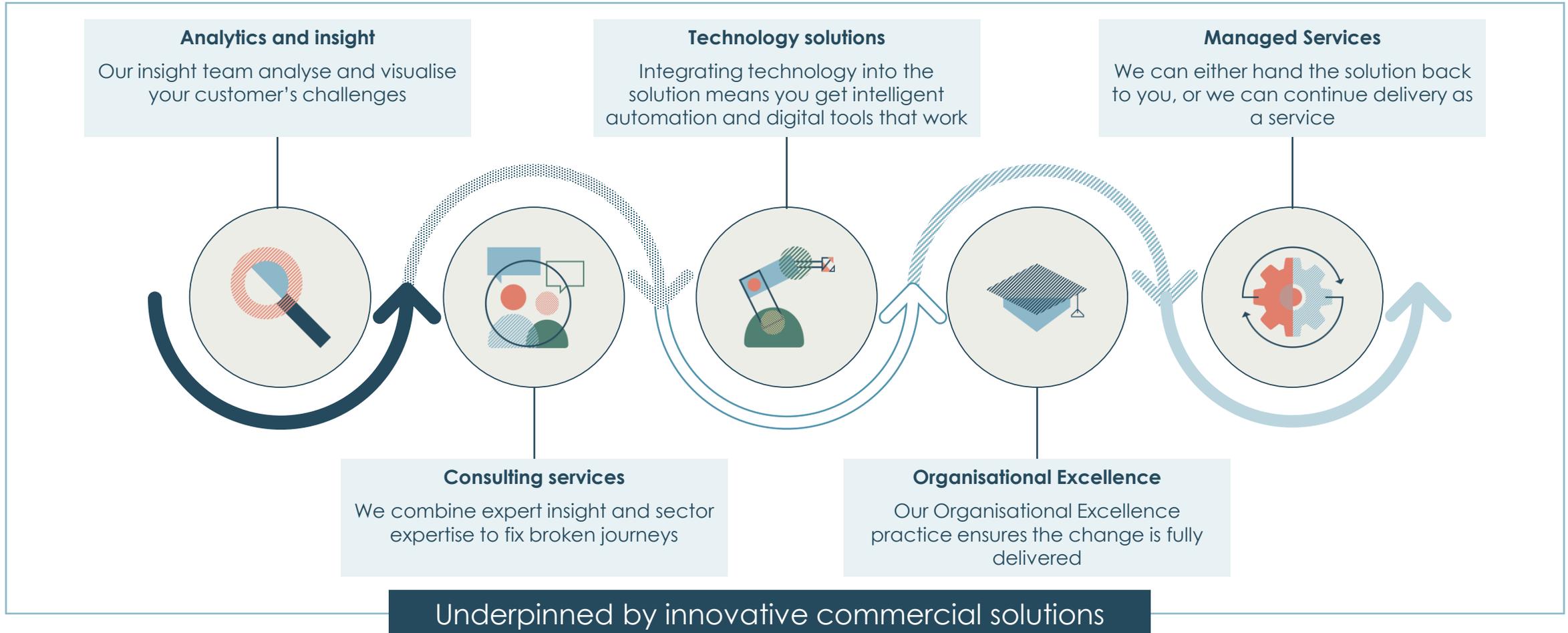


**Major**  
programme  
experience  
across **30**  
countries

**gobeyond**

# We design and deliver transformation

## A holistic approach which delivers guaranteed results



# Why working with us feels different



## Experts + Practitioners

Real world experience coupled with deep domain specialism

## Entrepreneurial + Committed

As a challenger brand ourselves, every client and engagement counts

## Change + Sustainability

We don't deliver slides - we deliver results that stick

## Partnership + Collaboration

We work seamlessly with your internal teams and external partners to deliver your outcomes

## Global + Dynamic

As part of a group with 59,000 people in 35 countries we can quickly scale global teams and solutions

## Loyalty + Reputation

A reputation built on results, and lasting client relationships built over 20 years

# Our commitment to Consulting Excellence

The MCA's Consulting Excellence scheme aligns very closely with our culture, values and belief in being a force for good in the industry.

We are always working to enhance the value we deliver to our clients, our community and our people, and welcome the opportunity to share some examples through this declaration.



# 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

Our **Corporate Social Responsibility Forum** is open to all our colleagues and works to define and deliver our strategy for creating economic, social and environmental benefits.

**Sustainability** is of great importance to us in how we work with clients and operate as an organisation; we strive to raise awareness and support worldwide initiatives like World Recycling Day and Plastic Free July.

## 2 We conduct our business ethically

We always conduct business **ethically**.

Our sales process and policies prohibit anyone in the business from selling work which we do not have the capacity to undertake or may represent a conflict of interest. We will also decline work with clients if we feel there is misalignment in expectations or values.

## 3 We foster an ethical culture

We work collaboratively with our clients to find the **right solution for their needs**, never using a 'one size fits all' approach. We upskill colleagues we work with to deliver meaningful change that lasts.

We pride ourselves on our role as **trusted advisors** to our clients. Performance is monitored through a number of measures, not solely sales targets, driving a focus on long-term value-add instead of short-term profitability.

# 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

Our people invest in our relationships and engagements, getting deep under the skin of each unique challenge and standing side-by-side with clients to make the necessary change happen.

We also back all our work with a **Certainty of Outcome guarantee**.

We were highly commended for our **exceptional client advocacy** in the 2019 MCA Awards



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We are transparent with clients and respond to their concerns

We ensure we are **easy to work with**; having simple and clear terms of reference, regular communication on team composition and progress, audits, site visits, and ISO 9001 certification.

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We always strive to improve the value we can deliver to our clients

Our clients have referred to us as "**true partners focused on win/win outcomes**".

We transfer capabilities and confidence to the colleagues we work with on client sites to maintain progress and build independence, not dependence.

We were awarded the 2018 MCA Award for **Client Service and Value**



# 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

Our **bespoke consultant development programme** has been independently reviewed and received exceptional feedback for its sophistication, blend of modules and innovative ways of delivering unique insight into our work.

8

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

We were one of ten firms supporting the development of the **new Chartered Management Consultant accreditation**, with one of our team joining the early group of pioneers who received the first awards.

Colleagues can also apply to use our External Learning Fund to support their personal development and join secondments to deepen expertise across different sectors and specialisms.

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

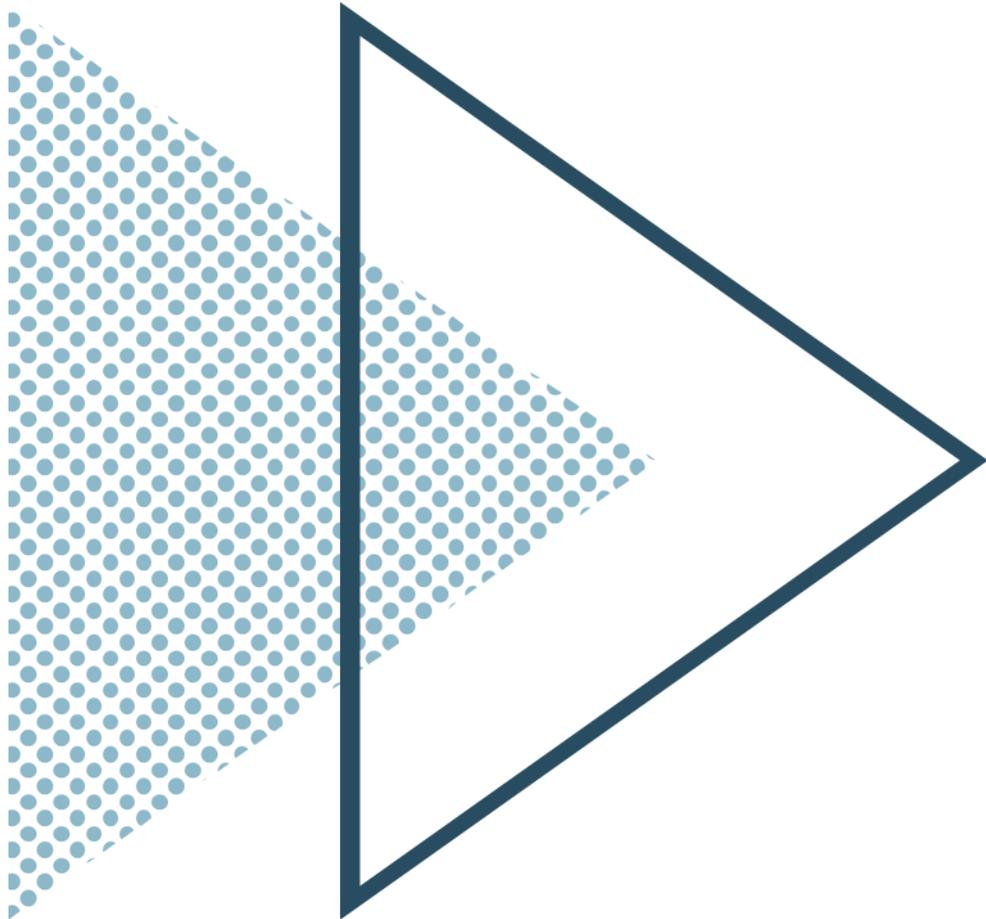
In addition to monthly one to one meetings and a 360-feedback system, we have invested in **pastoral care**, using feedback from colleague surveys to drive programmes to support and enhance mentoring and wellbeing across the business.

**We work hard to continually enhance the value we deliver to our clients, our community and our people.**

**We are proud members of the MCA's Consulting Excellence scheme and continue to actively develop our offering, driving positive change with businesses across the world.**

Mark Palmer  
CEO at Gobeyond Partners  
MCA Board Member





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