



April 2018

## An enduring commitment to Consulting Excellence

PPL is an independent consulting firm and proud signatory of the MCA Consulting Excellence framework

**MCA**  
A POSITIVE FORCE  
FOR THE ECONOMY

**PPL**

# Declaration



When we launched PPL a decade ago we set out to build a skilled and committed team delivering exceptional client service and value.

We have had much to celebrate with our clients in delivering practical projects promoting health, wellbeing and economic success over the last ten years.

We are convinced our success has come from having ethics, client value and continual development as core values at the heart of what we do. With these principles embedded in our organisation's DNA, we are delighted to declare our commitment to the MCA's Consulting Excellence framework.



**Claire Kennedy**



**Simon Morioka**

# Excellence through ethical behaviour



## We are responsible and good citizens

We are a value led organisation with a focus on practical projects promoting health, wellbeing and economic success. Our clients deliver public outcomes and our projects help them do it better. We have a deep commitment to helping create and sustain public services by empowering people to enable success.

Our business practices are responsible and transparent. We are ISO9001 accredited with a strong Quality Management Framework. We share our learning openly and regularly work in partnership to provide additional value to our clients.

We have always contributed to charitable organisations. In celebration of our tenth year our consultants are working with ten charities that they selected as aligned to our passions.

## We conduct our business ethically

Our clients and partners recognise and value the fact we are not a purely commercially-driven organisation. Our ambition to make an impact across public services, which we do it through the work we do.

We also have strong sector partnerships with national bodies to enhance our impact. All of our developed products, materials and tools are made freely available across the sectors we work within. Since 2015 we have been making our internal CDP available to clients and third sector organisations, training our client's staff in core consulting skills.

Our PPL Engagement Manual outlines how we demonstrate impact in our daily work – “potential to make a positive impact” is the first criteria for qualifying all new client opportunities.

## We foster an ethical culture

Our Managing Directors and independent Senior Advisory Group, comprising of sector experts chaired by Professor Paul Corrigan CBE, meet regularly to assure commitments are being delivered.

Our values, established in 2007, are embedded through everything we do. Our values guide our approach to attracting, recruiting and developing our people. The values support our selection of business development priorities and shape the way that we work through our policies and practices.

*“As a small specialist consultancy, PPL punches above its weight. The individual consultants are excellent and always strive not simply to deliver what the clients want, but also what they need”*

Tony Hunter CBE, Chief Executive,  
Social Care Institute for Excellence

# Excellence through client service and value



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

Our engagement managers maintain ongoing personal relationships with client leads focussed around the question *'what do we need to do differently today to maximise impact?'*

Through continuous evaluation, feedback and learning across the project lifecycle, we ensure teams maintain a focus on what matters to our clients.

Our people are enthusiastic about the work we do and committed to delivering the outcomes required. This is evidence in the feedback we receive.

*100% of PPL staff would recommend the organisation to a potential client . 100% of PPL staff would recommend the organisation to a potential recruit.*

2017 Independent PPL staff survey finding.

## We are transparent with clients and respond to their concerns

We use industry recognised standards to help provide a common language across our projects and our clients. Our approach includes providing not just the technical and project management skills required but also the behaviours, self awareness and self management to manage client expectations and team dynamics.

We work with our clients and their teams to co-design solutions, working across disciplines and organisational boundaries.

*"At a time when we needed excellent professionals that had the skills, enthusiasm and vision to drive forward the children's commissioning agenda. PPL provided the support we required – people that were enthusiastic about our vision and were committed to delivering real change and improved outcomes"*

Martin Waddington, Director of Joint Commissioning, Hounslow

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

We recognise value has at least two dimensions – the outcomes and the costs of producing them. We offer fixed price consultancy agreements to our clients, based on a transparent breakdown of associated time and materials. We compete in the marketplace not simply on price, but on quality and delivery.

Our work has been consistently recognised and were proud winners of the MCA Consulting Excellence Award for Client Service and Value in 2017.

We are finalists in the MCA Awards for Change Management in the Public Sector and Consulting Excellence Award for Ethical Behaviour in 2018.

# Excellence through professional development



## We undertake training and professional development planning each year

“How we learn” is more than a name for our training and development. It embodies our growth mindset.

We have a culture of continual development as we develop a strong core of consulting skills with specialisms in public service outcomes amongst our people.

We run a programme of monthly core consulting skills training sharing learning across the whole team. We have peer support groups that inform development requirements. We discuss and include individual learning and development priorities in our performance management. And we consider learning objectives as part of our project set up processes.

## We promote strong core consulting capabilities and specialisms in our consultants and team

We are proud many of our team have progressed through the grades with us, and that many of our alumni are now delivering complex change within the public sector.

Our reputation for service, value and specialist expertise is fundamental to our success. We reinforce this reputation through developing the capabilities and specialisms of our people - and our clients.

By asking ourselves ‘*what value remains when we leave*’ we seek to make sure we are transferring skills and capability as well as continually developing ourselves.

*“I have worked with a number of consulting firms – many have been excellent, but I have found the quality of thinking, challenge and engagement that PPL has brought to be exceptional; most importantly, in supporting my team deliver real change”*

Daniel Elkeles, Chief Executive  
Epsom & St Helier Hospitals.

## We support our employees’ career progression, professional development and welfare

We might not be the only consultancy our people work for in their career, but we want to be remembered as best place they worked. Like an extended family, we support and challenge our people to develop themselves and each other. We plan, resource and manage our teams to create opportunity and encourage progression. And we listen to feedback to shape our decisions on an on-going basis.

We have formal employee engagement through monthly whole team meetings, family lunches, bi-weekly one to ones, peer support groups and surveys.

We have succeeded in created a supportive culture within in an industry where meeting client demands is often seen as incompatible with a more balanced lifestyle.

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