

A UK Consulting Excellence Firm



IBM Global Business Services is fully committed in our support for the objectives of the Consulting Excellence initiative, championed by the Management Consultancy Association (MCA). As a UK Consulting Excellence organisation within the MCA initiative, we are proud to evidence our compliance with the principles underpinning the scheme.

IBM is a committed member of the MCA, who's mission is to promote the value of management consultancy for the economy, and for society as a whole. MCA members represent a majority of all UK consulting service providers, supporting over 90% of the top FTSE 100 companies, and organisations throughout the public sector. Consulting firms in the UK are considered among the best in the world, and a vital part of the domestic and global business landscape.

To achieve its mission, the MCA is implementing a three-year strategy, which focuses on delivering value to members through three key objectives:

- **Being the voice of the industry**
- **Promoting a credible and professional industry**
- **Creating better engagement with and between members.**

This aligns fully with IBM's own Values, which form the basis of every IBMers commitment to our clients:

- **Dedication to every client's success** - IBMers are passionate about building strong, long-lasting relationships, which spurs us to go “above and beyond” on our clients’ behalf. We are focused on outcomes — to help every client succeed, however they measure success.
- **Innovation that Matters** - IBMers are forward thinkers. We believe that the application of intelligence, reason and science will improve business, society and the human condition. We seek grand challenges, as well as step-by-step improvements.
- **Trust and Personal responsibility in all relationships** - IBMers build personal relationships with all the constituencies of our enterprise — including clients, partners, communities, investors and colleagues. We build trust — and we earn it anew every day.

MCA Consulting Excellence Principles

Ethical Behaviours



We are responsible and good citizens

Across IBM, we actively pursue the highest standards of corporate responsibility in all we do:

- By supporting and empowering employees through our many Corporate Citizenship programmes;
- Through working closely with clients, suppliers and our supply chain;
- And in governing our company.

We are leaders in environmental responsibility, both in how we manage our own operations and in the solutions that we develop to address sustainability challenges for our clients across the world. Find out more [here](#)



We conduct our business ethically

IBM's corporate culture is deeply rooted in a learning environment based on ethics and integrity, guided by our values and a rigorous system of corporate governance for how we conduct business and manage risk. IBM's Trust & Compliance Office provides centralised and independent oversight of IBM's ethics and compliance programmes. A global team of compliance professionals support our employees to ensure that IBM Consultants conduct our business with integrity and in compliance with legal and regulatory requirements everywhere the company does business. Find out more [here](#) or [here](#)



We foster an ethical culture

IBM fosters a highly ethical culture through its Business Conduct Guidelines Programme - an active code of business conduct and ethics for all IBM employees world-wide. The programme is centred around our core IBM values, which guide employees in everything they do:

- Dedication to every client's success;
- Innovation that matters—for our company and for the world;
- Trust and personal responsibility in all relationships.

Find out more [here](#)

Client Service and Value



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



We are transparent with clients and respond to their concerns



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

IBM's mission for our Global Business (Consulting) Services is to create economic value for our clients, and for our shareholders, through a unique combination of deep business insight, innovative solutions and global capability; which enables our clients to capitalise on market and technology shifts and gives the opportunity for our Consultants to grow and prosper. Find out more [here](#), [here](#), [here](#) and [here](#)

Our Global Business Services "7 keys to Success Framework™" and tools are used to underpin every IBM Consulting engagement. Developed from analysis of our extensive global project experience, it provides a proven, transparent, visible and rigorous approach for governing risk and assessing projects and outcomes together with our clients.

IBM invests heavily in R&D topics as varied as behavioural, health, environmental and plant science as well as technology. We conduct ongoing research amongst business leaders worldwide through the **IBM Institute of Business Value™** to discover emerging trends, business innovations and success patterns; these enable us to provide leading edge thought leadership and benchmarking across industries, business functions and technologies for our clients. Our biennial face-to-face C-Suite surveys generate valuable insights for our consulting clients and wider audiences. Find out more [here](#), [here](#) and [here](#)

Professional Development



We undertake training and professional development planning each year

IBM has innovated our annual professional development approach with "Checkpoint" - a framework that promotes active professional development throughout the year, underpinned by digitally enabled coach, peer and client feedback. IBM's comprehensive Career Smart framework underpins all our professional development activity; covering deep industry expertise to market and solution knowledge, and Consulting and people skills. From 2017 we are rolling out our Open Badges programme, using digital credentials shareable on social media. These provide IBMers with visible professional recognition for the skills our clients and IBM most value.



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

IBM's award winning Consulting by Degrees™ programme for consulting professionals entering Global Business Services, underpins our vision for Consulting Excellence; promoting development focused on preparing consultants for a demanding and successful future. Our Think 40 activities encourage continuous and frequent learning enabled by our newly innovated cognitive "Lighthouse" tool, which continuously iterates and refreshes learning paths with the very latest professional learning and thought leadership content. Find out more [here](#)



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

IBM Consultants have personal Career Coaches whose role is to provide individual support and professional career and development coaching. IBMers also have access to a wealth of self-service and centrally supported advisory resources and confidential channels for Career, Health and Welfare support. Find out more [here](#)