



Credera Consulting Excellence Declaration

March 2021

OUR VALUES AND DECLARATION

Our values are our cornerstone



INTEGRITY



EXCELLENCE



TENACITY



PEOPLE FIRST



HUMILITY

OUR DECLARATION

Credera is committed to the Management Consultancies Association (MCA) Consulting Excellence Scheme, which requires the highest standards of ethical behaviour, client service, and professionalism. We demonstrate these standards through the Twelve Principles of Consulting Excellence contained in this document.

Working with clients, partners, employees and other stakeholders in an ethical way

01 We are responsible and good citizens

As a firm, we are committed to corporate social responsibility, and have a dedicated team that is organised and run by people from across Credera with a particular passion for supporting charities and local communities.

As a group of diverse, kind and caring humans, many of us use our skills and experience to give back to society and to support others.

02 We conduct our business ethically

Everyone at Credera is accountable for their actions both as individuals and, as representatives of the company. We do not authorise to engage in, or condone unethical or illegal action, or to direct others to do so.

We also encourage our employees to be aware of the damage caused by questionable conduct, even if innocent by intent.

03 We foster an ethical culture

Our Code of Ethics applies to all Credera employees and affirms our commitment to ethical behaviour in all our activities.

The principles which underpin our Code of Ethics have helped us to earn the respect and success we enjoy today: Independence, Honesty, Transparency, Reliability, Legality, Fairness, and Responsibility.



We are driven by doing the right thing for our clients, our people, our communities and wider society. That's why integrity is one of our core values, and why we adopt a people-first approach to managing our business.

Promoting the highest standards of client service and value

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

Credera consultants have highly developed technical, business and emotional intelligence that enables them to manage, lead and inspire others at every level.

We take time to understand the issues surrounding a client engagement and apply real world pragmatism to define an effective solution.

Every client and engagement is different. By matching our expertise to each project, we deliver a tailored solution that exceeds expectations.



Credera is one of the UK's leading independent management consultancies, specialising in the design, delivery and implementation of digital transformation programmes. Our clients trust us - that's why 80% of our business is from repeat custom and why we attract the attention of some of the world's biggest brands.

05 We are transparent with clients and respond to their concerns

Our business is built on mutual respect and trust; this is driven by our expert capabilities as well as our integrity and personal touch.

Our clients trust us to be honest with them, even if our advice is challenging or at odds with our commercial gain. As a result, our people forge enduring relationships with our clients that benefit both them and us.

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

Credera consultants take personal pride in delivering value to our clients. We dig deep when things get tough and put in the personal effort to show others what is possible. Tenacity lies at the core of what it means to be part of Credera.

We measure success by the quality of the relationship we establish with our clients. Their success is, and always will be, our success.

Developing the capabilities of our consultants, providing career development opportunities and supporting the welfare of our people

07 We undertake training and professional development planning each year

Everyone at Credera follows an annual performance cycle that focuses on tailoring their training, development and progression plan for the year ahead.

People's development plans are unique, however each year we set strategic development targets in response to industry demands. For example, in 2021, we're aiming for 90% of our consultants to achieve a relevant cloud, data and digital accreditation



We recognise that success or failure of a project is almost always down to the people involved. That's why our consultants have the expertise, project management and people skills to ensure the success of any project that comes our way.

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

All Credera consultants undertake a rigorous programme of consulting training to develop the broad set of skills needed for a well-rounded and adaptable consultant.

But we are not a team of generalists – each person has their areas of specialism and a generous annual training budget allows them to continually develop a depth of expertise.

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

Credera is a people business, and we manage and grow our organisation by putting our people first – their growth is Credera's growth.

We want our people to achieve their potential and to deliver the best outcomes for our clients.

Credera is a caring and supportive place and that's why we've been voted a Great Place to Work year after year.

Committed to Diversity and Inclusion (D&I) within our workplace and with our people

10 We respect and embrace diversity and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients

We pride ourselves on being an inclusive employer and work hard to make everyone feel that they can be themselves in the workplace.

We are also part of Stonewall's Diversity Champions programme as part of our ongoing commitment to creating a diverse and dynamic workplace.

11 We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected and celebrated at all levels. Furthermore, we are committed to developing diverse future leaders and ensuring their progression in the industry

Credera is an equal opportunities employer, and we seek to recruit individuals from all sections of society. In 2020, we hired 22% of individuals from BAME backgrounds, and hired 56% of individuals from BAME backgrounds between Jan-Feb, 2021.

We believe that diversity makes us a stronger team so seek to employ people with different ideas, styles and skill sets, each able to contribute in unique ways to our organisation's growth and success.

We also reward and recognise our people and unlock the talent of leaders of the future.

12 We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consultancy sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of D&I policies and participating in the MCA annual report

In 2018, we set up a Diversity & Inclusion Support Community (DISCo) with the ambitious goal of becoming an industry-wide leader in D&I.

DISCo is comprised of a team of volunteers from all levels and areas of the company who discuss steps in achieving this goal and present these to the board to deliver.



We strive to create an environment in which everyone feels that they can be themselves, finding this to be the best way to allow our employees to thrive and in turn to be able to give the best to our clients.

Consulting Excellence at Credera

Get in touch to find out more about Credera, our services, our people, and our commitment to consulting excellence.

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