

The **GroupEMC Charter** describes our purpose and values and how we measure our success. The Charter is the single most important means by which we communicate who we are, what we do, and what we stand for as an organization. This is the basis for our decision-making, and our relationships with our clients.

We are GroupEMC, a leadership branding and strategic communications company focused on turning strategy into behaviour.

Our purpose is:

To create **long-term value** by working with our clients to deliver demonstrable individual and group change in their business and stakeholder world, which aligns with their corporate strategy and ethos, through the provision of innovative customer and market-focused solutions.

To prosper and achieve real growth, we must:

- Provide innovative customer and market focused solutions.
- Actively and diligently work with our clients to intimately understand their core drivers, leveraging off their core values and beliefs to create even better outcomes.
- Invite our clients into our world where **Every Message Counts** so that they gain greater traction and positive reputation impact from every explicit and implicit message they send.
- Continue the drive towards a high performance organisation in which every individual accepts responsibility and is rewarded for results.
- Earn the trust of employees, customers, suppliers, communities and shareholders by being forthright in our communications, behaving ethically in our business dealings, and consistently delivering on our commitments.

We value:

- **Integrity** – including doing even more than we say we will do.
- **High performance** — the excitement and fulfillment of achieving superior business results and stretching our capabilities.
- **Win-win relationships** — having relationships which focus on the creation of value for all parties.
- **Courage** — accepting the responsibility to inspire, lead and deliver positive change in the face of adversity.
- **Honesty** – telling clients the truth at all times, welcoming honest feedback, and putting authentic professional relationships ahead of our own commercial interests.
- **Respect** — the embracing of diversity, enriched by openness, sharing, trust, teamwork and collaboration.

We are successful in creating value when:

- We deliver competitive advantage for our clients over that available from our peers.
- Our customers are benefiting from our business relationships.
- We walk our talk, creating (both internal and external) relationships that are based on trust, return custom through authentic relationships, and success benchmarked by excellence in service delivery.
- Our owners and our customers are realising a superior return on their investment.

We are unique because:

We help organisations by reducing risk, enhancing brand reputations, improving their marketing communications and brand strategies, ensuring tactical execution aligns with their business vision and supports their business objectives, and turning their strategies into positive leadership, stakeholder, customer and employee behaviour.

We help individuals by reducing their fear and anxiety, improving their professional image, enhancing their personal credibility and effectiveness as leaders, and lifting them to a more 'connected' and confident personal space.

We help our clients by making their lives easier.