

# Common values



**Everyone at Simon-Kucher adheres to ...**

INTEGRITY

IMPACT

RESPECT

TEAM

ENTREPRENEURSHIP

MERITOCRACY



## At Simon-Kucher, we ...

- adhere to the ethical principles of our profession and observe all legal and compliance requirements of the highest standards
- tell the truth, even if it sometimes hurts
- decline projects if we do not have or cannot develop the expertise required to deliver excellent results
- give transparent feedback to our associates to help them improve
- have an open and timely communication and do not play political games



## At Simon-Kucher, we ...

- deliver excellent quality
- provide results that have a lasting impact on the growth and profitability of our clients
- are punctual and deliver on time
- strive to be involved in the implementation of our recommendations to ensure success

# Respect



## **At Simon-Kucher, we ...**

- treat each other, our clients and other third parties with respect
- support diversity on all dimensions
- trust our associates and give them responsibility early on
- encourage authenticity and individuality
- do not pretend to know it all



## At Simon-Kucher, we ...

- hire new associates who combine excellent intellectual capabilities with superior social skills and a team-oriented mindset
- do not have an up-or-out philosophy
- support our associates in reaching their full potential by offering a comprehensive program of continuous education
- offer opportunities to work abroad with colleagues from different offices
- actively share all newly developed intellectual capital with everyone in the company



## At Simon-Kucher, we ...

- have successfully grown over the last >30 years in an organic way and will continue to do so
- have only shareholders who are also partners
- cherish our entrepreneurial freedom and the opportunities this offers to our partners and our associates
- support our associates in developing new content or new clients as a path to partnership
- expect our associates to be intrinsically motivated and act self-responsibly



## At Simon-Kucher, we ....

- judge associates by the results they deliver and not by the hours they spend working
- reward superior performance compared to peers by offering a faster promotion and higher bonus
- apply a sophisticated 360° process to generate the basis for a fair performance evaluation and meaningful feedback discussion
- work hard but prevent excessive weekend or overtime work