

## Statement of Strategic Insights

Purpose – (The reason for our existence: raison d'être)

**Our Purpose is to share and integrate insights that develop excellence in organizations.**

Vision – (What we hope, dream and work towards achieving)

**Our Vision is for all organizations and individuals to achieve long-term success and meaning in their work.**

Mission – (What we do to achieve our Purpose and further our Vision)

**Our Mission is to empower organizations to achieve excellence sustainably by unlocking their strategic capabilities.**

Our Aim - (Our customer focused statement)

**Our Aim is for your organization to succeed – continuously into the future - by bringing out the best in your people now.**

Guiding Principles - (The principles by which we achieve our goals)

- We live the principles we espouse and practice what we preach – no excuses.
- We recognize that every organization is unique and requires a unique solution.
- We seek to build capacity to create solutions, not just solve problems.
- Our products and services must be soundly based in theory and proven in practice
- We find increasingly effective ways to apply what we know in a relevant way.
- Our corporate process creates a sustainable and balanced way of working.
- We actively contribute to our communities in ways where we can make the most difference.

**FCG - "Enabling the Outstanding to Pursue the Worthwhile."**