

The 12 Principles of our Professional Alliance Charter

- Principle 1 We will behave in ways that engender trust and respect and will make honest endeavours to do the right thing. The right thing is not always the easy thing and certainly not 'all things to all parties'.
- Principle 2 We will give our best in all undertakings.
- Principle 3 We are committed to doing business in an open, fair and reasonable manner at all times, even where the issue or message is challenging or unwelcome.
- Principle 4 Where there are established, appropriate and high functioning relationships between the alliance partner and the client on an engagement, we will respect these and will not engage in communications that undermine our alliance partner.
- Principle 5 We will not participate in alliances that conflict with our commercial position or professional or ethical values.
- Principle 6 Where there is a conflict of professional or commercial interests, this will be communicated as soon as it becomes evident, and explained in clear and unambiguous terms, so that no alliance partner feels deceived or misled into divulging commercial in confidence information/materials which may represent their competitive advantage.
- Principle 7 We will only partner where Informed adds meaningful value to the client engagement, and we will never act purely as an administrative channel for 3rd parties.
- Principle 8 We value our independent status and consequently will not accept royalties or margin from our alliance partners' products.
- Principle 9 We only accept assignments for which we are properly qualified, experienced and adequately resourced to perform.
- Principle 10 We will architect solutions and services in a manner that is appropriate to the client's needs, whilst being equitable and sustainable for all parties.
- Principle 11 We will genuinely endeavour to ensure that any due diligence and risk, performance or value management functions (or similar) that we may need to undertake do not represent an unreasonable burden on our alliance partners.
- Principle 12 We enter into all client engagements on the clear understanding that we have a duty of care to our clients, and that we are professionally committed to protecting our clients' interests and reputations first and foremost.