



Clarus™

## Values Statement

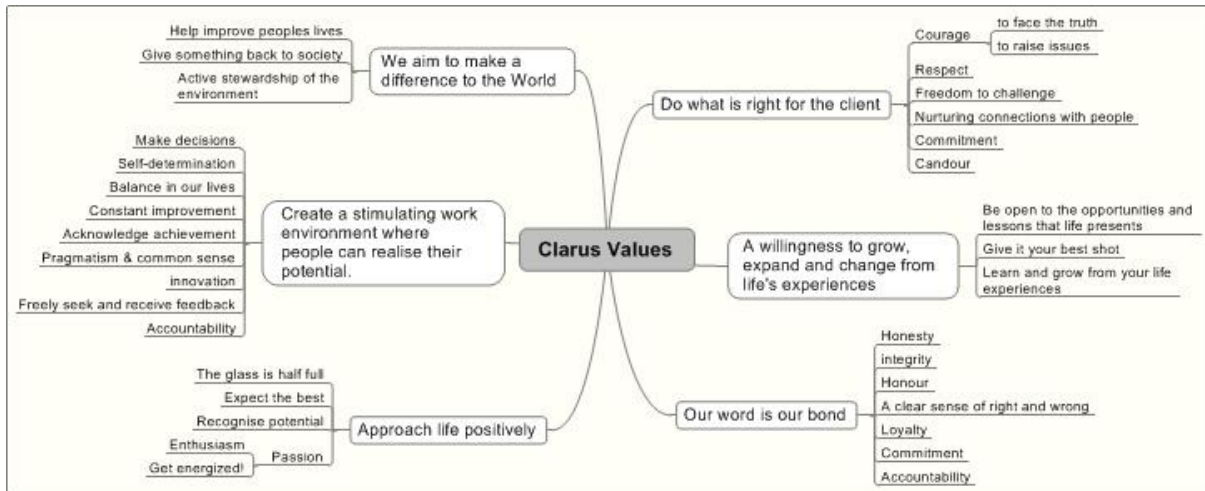
How we do what we do



Clarus™

## Our Values

Our values underpin everything we do. When we are faced with a given situation, trying to make a decision, are communicating with others we refer back to our core values for guidance. These are foundational to our core purpose, direction and “soul” as company. We are passionate about these values. We hope you are too.



## Do what is right for the client

**Similar words:** Courage, respect, freedom to challenge, nurturing connections with people, commitment, and candour.

**Description:** Clarus people are committed to helping clients achieve great things. Sometimes the truth is hard to hear; but we have courage to create an environment of respect, openness and candour focused on our client’s success.

### How this is represented

Have the courage to raise issues appropriately.

Be respectful, constructive and positive.

Keep an open mind and engage in positive, constructive debate.

How would you approach this work if it was your company? Aim for that same level of commitment.

### As opposed to

“Don’t tell the client that – it will upset them and you might lose your job.”

Find everything that is wrong and remind the client of this regularly.

“That’s not how it should be done.”

“That’ll do.”

**Example** (from a real situation): a client appeared highly dysfunctional from an external perspective. Decisions being made were contrary to best practices resulting in the client damaging their market reputation. Rather than ignore the client, Clarus arranged a private meeting with the client where a report of key concerns, root causes and a series recommendations was presented. Together, we faced the client’s key issues and working together we successfully developed and implemented a recovery plan.

## A willingness to grow, expand and change from life's experiences

**Similar words:** Awareness, growth, fulfilment.

**Description:** Life is full of opportunities. Success often comes from your ability to recognise and act upon them. Both positive and negative experiences contain important lessons that can be used to grow, expand and change life.

### ***How this is represented***

Be open to the opportunities and lessons that life presents.

Give it your best shot.

Learn and grow from your life experiences.

### ***As opposed to***

"Why do these things keep happening to me? I feel like I am cursed!"

"I can't do that. It will never work."

Life is a journey, not a destination. Reflect on your experiences with a view to using them to improve your life.

## Our Word Is Our Bond

**Similar words:** Trust, integrity, honesty, honour, loyalty, commitment, accountability, and a sense of right & wrong.

**Description:** Our clients entrust us to manage significant aspects of their business. Show them that trust is deserved.

### ***How this is represented***

Do what you say you are going to do.

We are the "good bastards" of IT. We stand by our values.

We are accountable for our decisions.

"You are the one who looks at yourself in the mirror."

We value long-term relationships

### ***As opposed to***

"We didn't get that in writing. It's not what it actually says in the contract."

"If it makes money..."

"Not my problem. You should've..., they should've...I didn't say..."

"Nobody will notice."

Short term gain.

## We aim to make a positive difference to the World

**Description:** We are part of a system that is built on an infinitely complex set of inter-relationships that have evolved over time. We want to be part of a business that helps improve our environment and the broader society around us.

<i>How this is represented</i>	<i>As opposed to</i>
We seek to improve people’s lives.	“It’s not my problem. Anyway, what can I do? I am only one person.”
Give something back to society. We all have resources (experience, skills, time or money) that can make a genuine difference to the world.	“What is in it for me?”
We are <b>stewards</b> of our environment. We should act, promote and lead the way to promote Corporate Responsibility & Sustainable Business.	The environment and society are not business issues. They are social issues.
We recognise we operate as part of society and the natural environment. As such need to function in a responsible and sustainable manner.	“We are accountable only to our shareholders.”

**Example:** Clarus runs a Triple Bottom Line accounting system, whereby we are measured on three key results:

1. Our impact on and contribution to the environment
2. Our contribution to society
3. Profit

## Approach life positively

**Similar words:** Passion, enthusiasm, positivity.

**Description:** Life is awesome! You have the power to shape the future in a very positive and meaningful way. Your enjoyment of life is often determined by how you approach it. Your future is in your hands!

<i>How this is represented</i>	<i>As opposed to</i>
“We work because we love our industry.”	“It’s my job. I do it because I have to. Who cares? As long as I get paid.”
“The glass is half full.”	“The glass is half empty.”
Expect the best and be surprised with anything else.	“I bet [insert negative thing] happens...”
Look for potential in people rather than faults.	“They are no good.”
Get energized and passionate or change what you are doing!	“Life sucks. It’s not my fault. I can’t change anything anyway. It is just the way things are.”

## Create a stimulating work environment where people can realise their potential.

**Similar words:** Fulfilment, satisfaction, happiness.

**Description:** Work often ends up influencing a lot of your life; therefore it should bring out **the very best** in you. As a group of intelligent, capable and innovative individuals we can achieve incredible things.

<b><i>How this is represented</i></b>	<b><i>As opposed to</i></b>
"I LOVE what I do."	"Work sucks."
"I am empowered to contribute and make decisions."	"I do what I am told."
"I am in charge of my future."	"My future is dependent on others."
"Work is <b>part</b> of my life."	"Work <b>is</b> my life."
"I am on an ongoing journey of personal growth and discovery."	"My job is as per my job description."
"Isn't their work amazing? I could learn a lot from them. Well done. Let's celebrate this."	"I wish I had thought of that. Damn."
Pragmatism and common sense.	Management speak and over-complicated solutions.
Freedom to innovate and change.	"This is the way it is and it will never change."
Freely seek and receive feedback	"Don't offend anyone!"
Take accountability for yourself.	"It wasn't.... I didn't..."