

MCN Values and Principles

Values

1. We transmit culture to companies.
2. We believe in the unlimited potential of each individual.
3. We do our best in every part of our work.
4. We pay our fair share of taxes.
5. We are honest and fair with our clients, our colleagues and the community at large.
6. All of our business dealings are above board, according our best principles.
7. We expect to profit from our business dealing but not at the advantage of others.
8. We attempt to communicate honestly and clearly.
9. We consider the needs of others that we manage as we participate in group endeavors.
10. Unless we produce results for clients, we do not feel good in charging them.
11. If we are good consultants, our clients will eventually not need us.
12. We do our work on a “proof” basis. If client feel our work was not worth the price we charged them, we do not want them to pay.

Guiding Principles

1. It is our responsibility to call clients to set up the next appointment (if we do not set it at the current appointment).
2. We ask at each meeting if the client is happy with all we have done.
3. We only bill for hours that are billable.
4. We respect the confidentiality of our customers.
5. Clients will never take action to improve themselves by calling us – we have to call them.
6. It is our responsibility to tell the C.E.O to do what he or she should do.
7. To succeed as a consultant, you must care.
8. If we do not do business with a client, there is a good chance they will not survive into the 21st century.
9. Belief is more important then fact.
10. Culture comes from the heart of the leadership.

11. Unless you brainwash yourself towards your success with pure crazy enthusiasm and absolute faith with no other options left but this one thing, you will not succeed.
12. Successful people are successful because they do the things that failures dislike doing or refuse to do.
13. Success, unlike death, is not natural.
14. We must rest and relax and give our body and mind what it wants and needs to survive in this industry.

Profit is ok for you and you must teach this to your clients also.

