

**CUNDALL**

# Vision and Values

# A Proud History, A Clear Vision

We are proud of our history, and our vision today builds on that of our founding Partners. In 2008, reflecting on his career some years after his retirement, Geoffrey Cundall wrote in his paper, "Things that Really Matter":

**"I did try to adopt a way in business that was in accordance with my values. I wanted the firm which I started... to be less hierarchical than other firms... to allow and encourage staff to have a greater say in its conduct... and strive for excellence.**

**I had a concern about energy conservation and my professional swansong was as the project partner on a Low Energy Hospital, which went on to win the 1994 national Green Building of the Year Award. The firm has continued in that line, and developed a good deal of expertise in sustainability, as well as adopting the 10 principles for "One Planet Living".**

**[Recently] I had a letter from an old friend... She was writing to say that a friend of hers had a son who had recently graduated, and was thrilled to be with a firm called Cundall in Birmingham, as they looked after and developed their staff so well!**

**[On my last visit to] the London office, the Managing Partner, who was a senior employee during my time, told me they tried to continue the ethos that I had established.**

**So something seems to have rubbed off, and no reward could matter more to me than these outcomes."**

**Our philosophy hasn't changed, and we hold true to the ethos espoused by Geoffrey, whilst continuing to evolve in a way that helps us serve the needs of our clients and the aspirations of our people.**

**Our vision today is to be:**

- Agents of change for a sustainable world
- The best place for talent to grow and flourish
- Thought-leaders in the construction industry
- Everyone's favourite consultants

In striving to deliver this vision, we hold true to the values that have always underpinned our success. These values summarise our response to the question "What makes us Cundall?". They lie at the heart of what we do, and inform how we work with and treat each other, our clients, our communities and others who our work touches.



We are creative

We think differently. We go beyond what our clients expect, and design solutions that they love. We don't just deliver the brief; we question whether the brief should be better. We look beyond the current job and we evolve to face the future. We invest our time, effort and talent in research and development because we want to; we know that this benefits our own business, the wider industry and society.



We collaborate

We want our teams to be amazing. We talk to each other – on the phone or face-to-face. We help each other out. We share our knowledge and expertise. We provide honest feedback on work that others have done for us, and we accept feedback on work that we have done. We build and maintain great relationships with our colleagues throughout the business, our industry peers and our clients. We have fun, and we genuinely enjoy working together.



We strive for excellence

We make all our projects outstanding. We push ourselves to do better on every project that we deliver. We review our successes and our failures, and we learn from them. We work hard to ensure that our systems and processes are as good as they can be, and then we follow them. We commit to continuous self-improvement, through training and knowledge-sharing. We teach others what we know, and we learn from others.



We behave with integrity

We operate within a strong moral code. We stick to our promises and give our best at all times, to our colleagues and our clients. We meet our deadlines, and we turn up on time. We say what we mean, and we mean what we say, even if this means having the difficult conversations. We are honest with ourselves and each other. We consider others' priorities, and we do our best to help them. We are courteous, and we are kind. We care about each other, and this shows in our words and in our actions.

