



PASSION *for*
COLLEAGUES
and CLIENTS

STRONGHOLD



All companies need guiding principles. To make money and be profitable long term is vital to all businesses to stay competitive and enable growth. However, it can't be a guiding principle on its own as the result will be a company poor in spirit, with people who lack interest and motivation.

When we founded the Stronghold Group we knew from the start that we needed to create a strong company culture where everyone works together with shared values.

Our ambition is also to contribute to and enhance cities' attractiveness. As an active community builder we feel that we create social value and contribute to society as a whole.

It is a privilege as well as a responsibility of the owner to decide the framework of the core values. In this booklet we have set out the foundation of shared values that reveals how we view the work that we do. A platform that should have practical consequences, that should affect how we work in both large and small ways, and that should – if we follow the principles we stand for – make Stronghold an attractive, interesting group of companies for employees and clients alike.

PASSION FOR COLLEAGUES AND CLIENTS

Many companies go on endlessly about always putting the client first. But the more we thought about it, the more we began to wonder how anyone can create an outstanding knowledge-based company if the management thinks that its clients are more important than its own employees. It is our people, out there in the organisation, who meet the clients and deliver the services that the clients buy from us. And since we are a knowledge-based company, it is our employees that are the true heart of our business.

So we thought it would be right to turn the argument around: if we can create a decentralised culture where all our employees are happy, and where they know that their contribution is appreciated, then client focus will come naturally. For it is obvious, of course, that our success depends on our clients.

This outlook has characterised the Stronghold Group's entire way of working from the outset. Our credo 'Passion for colleagues and clients' summarises our view of ourselves and our work, while providing a standard for how we approach our clients.

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EXCELLENCE

INTEGRITY

INNOVATION

EXCELLENCE INTEGRITY INNOVATION

‘Passion for colleagues and clients’ is the basis of our philosophy and attitude to one another and our clients. Passion requires commitment. The desire and the ability to listen to the client and each other; to be interested in, and have respect for, the colleagues’ and clients’ needs and problems; to take initiatives, to persevere and to deliver what we promise.

While the basic meaning of ‘Excellence’, ‘Integrity’ and ‘Innovation’ is easy enough to understand, the words also carry deeper implications and significance that are specific to the Stronghold Group.

Ultimately it is up to you and your colleagues to express more precisely what you mean in practical everyday terms in each individual working situation. Because there is no management or central team who can or should decide what is right in the specific situations you are facing.

EXCELLENCE

The desire and the ability to deliver solutions and services of the highest quality – exceeding both the client’s highest expectations and the best capabilities of our competitors.

Excellence is not just a matter of ambition and setting the bar high. It also involves drive, making things happen and never giving up until you have achieved the best possible result. Excellence requires expertise. Breadth and depth of knowledge about, and experience of, the property market and the whole property business, plus the ability to anticipate how the market will develop – to deliver a unique combination of property and investment know-how.

INTEGRITY

The ability to ensure that every client's confidentiality is respected and that every task is undertaken with the client's best interests in mind – at all times with the highest business ethics and morals.

Integrity is a matter of self-respect as well as respect for other people. If we avoid making short cuts through moral grey areas we can be proud of the work we do.

INNOVATION

The desire and the ability to seek, identify, and implement new solutions; to lead the development of new services and products – to have the courage to break with tradition.

Innovation calls for the courage to go your own way and not be afraid of making mistakes. It's also about openness and respect for other people's ideas. An innovative organisation involves sharing of experiences and new thinking as part of everyday work. While central processes and structures can support this, they won't replace the strength of your entrepreneurship or willingness to roll up your sleeves.

Some of us take many short steps every day others take a giant leap twice a year. Both approaches are necessary if we are to stay one step ahead.

LIVING BY OUR PRINCIPLES

However much they would like to, people can never agree on everything. We take our core values seriously. This is why we choose not to work with anyone who does not share and support these values – whether they are colleagues or clients. Individuals and organisations who can't accept this should find another employer, or another supplier. This shouldn't be a big deal – it's really better for both parties.

'Passion for colleagues and clients' places a great responsibility on all employees in the Stronghold Group – the responsibility to bring our core values to life. Because passion is not measured in shades of grey – it's about strong, vibrant colours. And that's what makes the Stronghold Group unique.

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