

PUBLIC WORKING PRINCIPLES

How We Work

A simple view of how we approach work, collaboration and responsibility

We are building a small, founder-led practice where good work matters more than looking busy.

The way we work is intentionally straightforward: think carefully, communicate clearly, question ideas respectfully, protect trust, and keep improving.

1. Good Work Over Busy Work

We care more about the quality and usefulness of the outcome than simply appearing busy.

Work should be thoughtful and reliable, but perfection should not create unnecessary delays.

The goal is to produce work that is useful, clear and good enough to move things forward.

2. Respectful Disagreement Is Welcome

People should be comfortable questioning ideas - including the founder's ideas.

If something does not make sense, say so.

Agreement is not expected for the sake of hierarchy. Respect and reasoning are.

We value feedback that explains:

- what may not be working
- why it may be a problem
- how it could be improved

3. Communicate Early

Good communication prevents small problems from becoming bigger ones.

If something is unclear, ask.

If you are stuck, communicate rather than silently losing time.

Updates should be clear, useful and concise.

4. Use AI Responsibly

AI can be useful for:

- research support
- brainstorming
- drafting
- summarising
- exploring ideas

But AI should support thinking, not replace it.

Important information should be checked, and the person using AI remains responsible for the final work.

5. Protect Trust and Confidentiality

Client and internal information should be treated carefully.

Information that is not public should not be casually shared.

Client work, internal discussions, research and documents should be handled with respect and discretion.

Trust is difficult to build and easy to lose.

6. Learn From Mistakes

Mistakes can happen.

The important question is not only who made the mistake, but also:

Why did it happen, and what can we improve so it is less likely to happen again?

We want people to learn, improve and become more reliable over time.

7. Take Initiative

Team members are encouraged to notice problems and suggest improvements.

If you see:

- a better way to do something
- an inefficient process
- something unclear
- a repeated problem

raise it.

Good ideas should not depend only on the founder noticing them first.

8. Friendly, Professional and Direct

The working environment should feel approachable and human.

We prefer a style that is:

- friendly
- direct
- respectful
- professional where it matters

People should be able to speak openly while still maintaining clear professional boundaries.

Our Working Principle

We do not want unnecessary rules or corporate complexity.

We want a working environment where people can:

think independently, communicate clearly, challenge ideas respectfully, protect trust and keep improving.