

## COGNITIVE CULTURE - COGNITIVE *CHOICE*

We know it's cheesy, but this firm has values.

And with values come behaviours that we endorse, and those that we don't.

This is our ***CHOICE***.

### **Our Values**

### **Dos**

### **Don'ts**

#### ***Collaboration***

Work with others – clients, colleagues, opponents, regulators – everyone.  
Ask yourself if you're the right person.

Be rigid or too challenging.  
Assume you have all the answers.  
Be selfish.

#### ***Humility***

Treat everyone as an equal.  
Leave your ego behind.

Think you're superior.  
Be afraid to show it.

#### ***Ownership***

Accept responsibility for what you do.  
Hold yourself accountable.

Attribute blame.  
Pass the buck.

#### ***Initiative***

Go the extra mile.  
Think outside the box.

Give up.  
Say it can't be done.

#### ***Clarity***

Make everything simple.  
Be transparent.

Confuse or fail to explain.  
Hide anything.

#### ***Easier lives***

For everyone including yourself.  
Ask if it makes life easier.

Make life harder.  
Look at the negatives.