

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	Do's	Dont's
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.