

# 3 Who we are and what we stand for *Our Purpose and Shared Values*

In our fast-changing, technology-driven and uncertain world, we understand that our clients expect even more from us. Our people expect – and need – more support. And society's expectations of organisations, and of our firm specifically, have expanded.

Together with our clients, we are navigating constant change. Therefore, we believe it is important for us to articulate **who we are** and **what we stand for** as a business. This helps our stakeholders to know what to expect from us as a multidisciplinary professional services firm, and to hold us to account for the achievement of certain professional standards and milestones.

## Our Purpose

Our Purpose is to **make an impact that matters**. It is the reason for our existence and guides every aspect of how we do business and how we show up for each other every day.

We ascribe to living a **Purpose beyond profit**. Our Purpose drives us to make a meaningful impact on our people, our clients, and society by being an enabler of trust, growth and prosperity, and a force for good. Through collaboration, we leverage our extensive and diverse experience, insight and knowledge to deliver sustainable solutions for the most complex challenges facing our continent, while seeking out opportunities to enhance and strengthen Africa and its people.

**Together, we make an impact that matters.**



Firstly, and most importantly, **serve the public interest**



**Seek the hardest questions** as ours to answer



**Lead the way with ideas** that bring clarity, **solutions** that create tangible value, and **innovations** that define the future



Help bring about our **clients' proudest moments**

*"A trusted global partner in Africa with a clear ambition to facilitate the exchange of value, by playing a meaningful role in enhancing the competitiveness of our markets and clients, creating fulfilling opportunities for our people and being a socially accountable business."*

**Ruwayda Redfearn, Chief Executive Officer of Deloitte Africa**

### We are inspired by what we know to be right.

As professionals, we aim to:

- Stand firm for doing the right thing
- Deliver nothing short of the best
- Treat our clients and colleagues with genuine respect
- Reward merit alone; encourage growth, pride and achievement for all
- Behave as one
- Make the world better by our actions – community by community

## Our Shared Values

Our Shared Values guide our behaviour to achieve our Purpose.

We have five global Shared Values that underpin our Purpose by creating a culture with integrity and professional conduct at its core. Our culture is reinforced from the very top of the organisation and is evident in the behaviour of professionals.



### Lead the way

Deloitte is the leading professional services organisation in the world for a reason. Our scale and scope is unmatched, enabling our people to consistently serve clients with distinction and help shape professional services for the future.



### Serve with integrity

We believe in doing the right thing – always. That is the guiding force behind every decision we make and every action we take. By acting ethically and with integrity, and serving as role models in our communities, Deloitte has earned the trust of our stakeholders. Upholding that trust is our single most important responsibility.



### Take care of each other

We place a premium on respect, fairness, and trust – working together to achieve our aspirations. We recognise potential, value varied skill sets and experience, reward performance, and provide opportunities for growth and leadership. We prioritise wellbeing, and we empower our people through mentorship and sponsorship.



### Foster inclusion

We are committed to attracting, retaining, and advancing a diverse workforce, while fostering an inclusive culture where our people feel a sense of belonging and can grow. Accelerating diversity in leadership and strengthening our culture of inclusion requires ongoing attention and deliberate action, and we are steadfast in our commitment.



### Collaborate for measurable impact

We approach our work with a collaborative mindset, teaming across businesses, industries, geographies, and skill sets to consistently deliver tangible, measurable, attributable impact. We play a critical role in helping clients and capital markets operate more effectively.

## Our ethical framework

It is self-evident that without the basis of a strong and consistent ethical framework, our Purpose cannot succeed. We expect all Deloitte partners, directors and employees to abide by and apply our code of conduct as well as follow our risk management and ethical practices in all respects.

Our ethical framework is based on the four cornerstones of our ethics strategy:



### Ethical leadership

We expect our leaders to speak and act in line with our Purpose, Shared Values and Codes. We hold our leaders to account for creating an ethical culture, and measuring performance against key ethics criteria.



### World-class ethics programme

Through our robust ethics programme, we set clear expectations and reinforce ethical behaviour so that all Deloitte professionals and stakeholders understand what we stand for and how to behave. We create enabling environments, processes and benchmarking to build ethical sensitivity and judgment, and we communicate about ethics consistently and regularly.



### Embed ethics in all we do

We make ethics integral to all of our processes and decisions. At Deloitte, it is simply the way we do business. Our ethics programme has high visibility in all our policies, processes, learning, and the talent life cycle. Importantly, we ensure that we celebrate behaviours that demonstrate ethical leadership.



### Identify and mitigate ethical risks

We collect and analyse ethics-related data to drive proactive responses. We learn lessons from our mistakes and share our insights to assist with deepening the comprehension of consequence management as well as reinforce a culture of ethics at Deloitte.