

**WHEN**

you're with

**Armstrong  
Watson**

*...we're with you.*



**Armstrong Watson**

Accountants, Business & Financial Advisers

# WELCOME to Armstrong Watson

Our little book of culture will help you to understand...

**WHO** we are.

**WHAT** we do.

**HOW** we, as individuals, want to treat each other  
and work with our clients.

Culture is the accepted behaviours of a group and at Armstrong Watson, the culture of our business is important to all of us. It is these behaviours that define our success and what Armstrong Watson is.

Our culture is not determined or something we write on a wall or a website. It's something we live and breathe every day; in everything we do. It's the ideas and behaviours of each and every one of us within our business that define our success. Our success is not measured by numbers or awards, but by the impact we have on our clients, our colleagues, and our communities.

This book is a guide to our culture, our vision, and our values. Whether you are a new or existing member of our team, a client, a partner, or a friend, we hope this book will inspire you, inform you and connect you with us.

We are proud of who we are at Armstrong Watson and what we do, we are always looking for ways to grow and improve. We invite you to explore our culture, share your feedback and join us in making Armstrong Watson a great place to work and one of the most admired accountants, business and financial advisory firms in the UK.



**PAUL DICKSON**  
CHIEF EXECUTIVE

# OUR CORE PURPOSE

To support, advise and protect companies and individuals for the long term.

## WHAT MAKES US DIFFERENT

We are different to other firms of accountants, business and financial advisory firms. We often do the same work as them, however, our culture is different to others.

We keep our promises and we do what we say we will.

Our Culture is defined by our values, demonstrated by our actions.

Our focus is on our clients success and them achieving their goals.

## OUR FOCUS

To clearly add value to individuals, family owned, owner managed, and privately owned businesses. Helping them achieve their objectives.

## OUR BRAND VISIONS

The brand vision is what each and every one of us lives and breathes. It is here to give us all a purpose, an individual identity and helps us to develop our strong and cohesive teams.

## OUR BRAND VISION IS DEFINED AS

Through mutual support and respect we are one of the most successful and admired accountants, business and financial advisory firms in the UK.

We are a firm that looks after our people as much as we look after our clients, where success is shared and passion is rewarded. We are a firm in which friendship and trust are equal to profit and growth and where we are all supported by experienced, successful colleagues with whom we align to achieve a good future for all.

We express our vision to both our people and our clients through our phrase:

*...we're with you.*

## OUR **QUEST**

To help our clients achieve prosperity, a secure future and peace of mind.

As a firm we are here to protect, advise and support our clients using our knowledge, skills and ideas to help them to achieve their business and personal objectives.

## OUR **GOAL**

To be the **best** Accounting and Financial Advisory firm to deal with, delivering the **best client experience** in the United Kingdom.

Our clients are at the heart of everything we do. We believe lasting success is built on trusted relationships, not transactions. Client loyalty is earned through consistent, human experiences where clients feel understood, valued, and supported.

# OUR **CORE VALUES**

Our guiding principles drive our behaviours and actions; our success depends on all of us delivering consistently across all four values.

## **Passion**

An enthusiasm for Armstrong Watson and for the firm's clients. A real desire to contribute to making Armstrong Watson and our people successful and to ensuring clients achieve success. A commitment to making us a business we all want to work for.

## **Trust**

We can be relied upon as others have confidence in us, in our ability and in our integrity.

## **Humanity**

Actively demonstrate compassion, consideration and kindness for others.

## **Honesty**

We show fairness, consistency, integrity; being truthful, sincere and frank.

# OUR **SUCCESS**

This depends on every one of us behaving consistently across all

# **FOUR VALUES**

“The  
**STANDARD**  
you walk  
past is the  
standard  
you  
**ACCEPT.**”



# OUR BEHAVIOURS

Through our core values we are all able to demonstrate the way we work across our teams. How we do things and how we behave is an important factor in the workplace and we refer to these as our behaviours which are defined as:

## CAN-DO POSITIVE ATTITUDE AND WORK ETHIC

We have a strong work ethic, dedicated in the pursuit of giving our all every single day. Working hard matters to us and getting the job done is paramount.

We pride ourselves in producing high quality work, proving we are dependable and performing consistently.

In all situations we remain positive, finding and delivering the right solution. We stay focused on our roles and will always look to go beyond expectations, standing out for the service provided to our clients.

## CLIENT FOCUSED

This is not just something we say, this is what we do. Each and every one of us knows the role we have and how this role benefits our clients.

Our aim is to look to a long term relationship with our clients no matter where they are in their personal or business lifecycle.

We have an intimate understanding of their needs and support them in their decision making and we build trust fast, demonstrate our knowledge, define our actions, provide regular and timely communication, constantly demonstrating added value.

## COMMERCIAL, PRACTICAL AND EFFICIENT

We know why we are here and what services our business provides. We understand our industry, the issues that may affect us and keep an eye on our competitors.

As part of our day to day role we take personal responsibility for our own working performance, complete tasks on time and deliver outputs to the best of our ability. We delegate to others who can perform tasks better, we consider every communication and its effectiveness before delivering.

We are organised and appreciate the value this will bring to each other and Armstrong Watson.

Passion

Honesty Passion  
Humanity  
Trust

Passion

Humanity

# OUR VALUES



“

You are only **REALLY GOOD AT SOMETHING**

when you **LOVE WHAT YOU DO.**

”

# PEOPLE FOCUSED

Our people are our focus and it is our duty to provide the best working environment, training and career path for all of us who choose to be part of Armstrong Watson.

Everyone is entitled to an opportunity to grow and develop, and through good line management will be provided with clear direction.

For all those who demonstrate delivery across all our competencies then recognition will be rewarded. For the time that each individual puts into our business they can expect to have a positive experience, which they will be able to share with friends, colleagues and on their continuing career path.



# TEAM WORKING AND INTERNAL INFLUENCE

We have a 'can-do' and 'how can I help' approach to all of the people around us.

Sharing information, knowledge, and experience is second nature when it comes to a contribution to success.

We listen first, then absorb, understand and consider all points of view before putting our thoughts across. We are not over the top nor are we passive.

We are flexible, show our commitment to each other, work as problem solvers and will always treat others with respect and in a professional manner.

# CLIENT ADVOCACY

We value our clients and we work hard to make sure we will become their trusted advisers through the services we provide.

The more we engage with our clients by doing the right things the more likely they will become good advocates, recommending us to their friends and business networks. This recommendation is our referral process and becomes a key part of our growing success.



# OUR 5 PILLARS OF ADVOCACY

We spend the right amount of time building a strong business relationship with our clients.

We demonstrate to our clients that we understand what they want and need from us.

We keep our promises; do what we said we would do within the agreed timescales.

We constantly demonstrate our added value to our clients and go beyond their expectations.

We clearly define our actions, terms and outputs to our clients.

# OUR STRATEGIC IMPERATIVES

## TO BE THE **BEST**

Accountancy and Financial services firm to work for - bar none.

## TO BE THE **BEST**

Accountancy and Financial services firm to do business with - bar none.

## TO BE THE **GO TO FIRM**

for family owned and owner managed businesses in the North of England and Scotland.

## TO BE **RECOGNISED**

as one of the most successful and innovative Accountants, Business and Financial Advisory Service firms in the UK.

## TO HAVE A **PEOPLE CULTURE**

that enables not disables.

## TO BE A **TRUE MERITOCRACY**

with no hint of discrimination in our business.

## TO **GROW ORGANICALLY**

across our locations and by acquisition in specific geographical locations.

## TO BE **THE MOST**

collaborative, cohesive, unified partnership of any Accountancy and Financial services firm in the UK.

Culture by definition is accepted behaviour. Our culture is what defines us as an organisation, it makes us who we are and is the essence of Armstrong Watson. As a business we are incredibly proud of our culture. Doing the right thing is important to us, which is why we say, "The standard you walk past, is the standard you accept". We all have a responsibility to ensure that we are all living our values and the behaviours, to ensure that we continue to be a great firm to work for and a great firm to do business with.

If reading our little book of culture you feel you need to know more about what you are part of, or have any questions, comments or ideas then please share them with your Head of Service Line or get in touch with me directly.

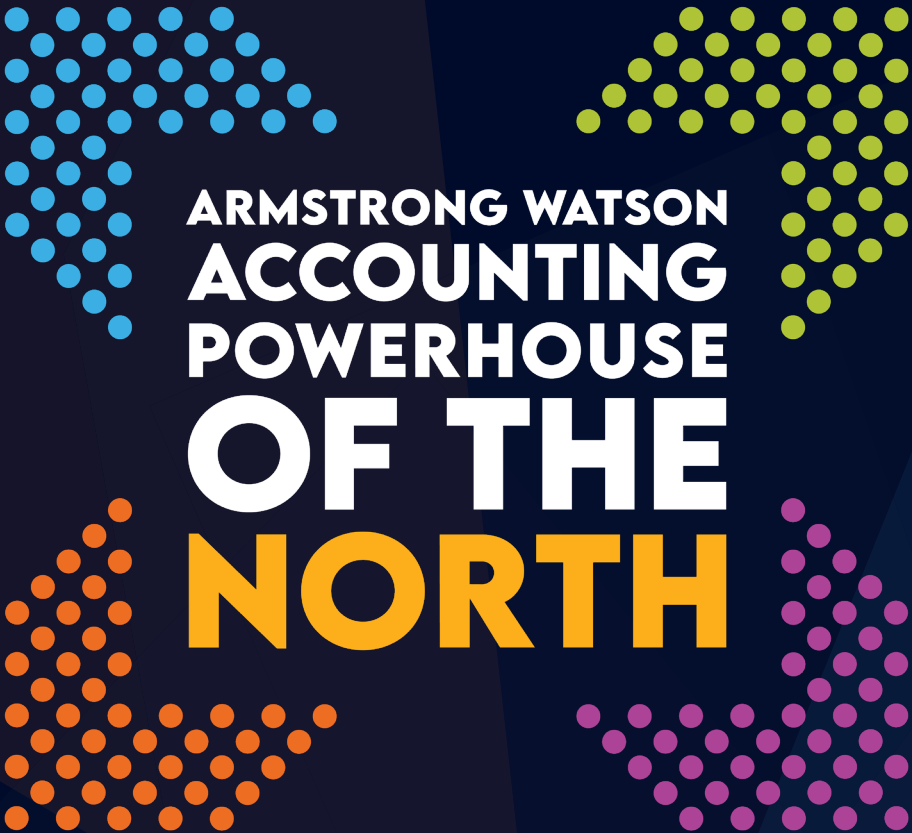
**PAUL DICKSON**

CHIEF EXECUTIVE



“  
Our  
**KNOWLEDGE**  
and  
**EXPERIENCE**  
become our  
**CLIENTS’**  
**STRENGTH**  
”





**ARMSTRONG WATSON  
ACCOUNTING  
POWERHOUSE  
OF THE  
NORTH**



**Armstrong Watson**  
Accountants, Business & Financial Advisers

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