

The SGA Way

Our people spend inordinate part of their day working for SGA.
We will do our damndest best to make it a nice place to work.
This is our first priority.

We treat our people like human beings.
We help them and stand by them when they are in trouble
– professionally and personally.

We help our people make the best of their talents,
investing an awful lot of time in training
– like a teaching hospital.

We give our people an extraordinary degree
of freedom and independence.

Our system of management is singularly democratic.
We don't like hierarchical bureaucracy or rigid pecking orders.

We like people who are honest in argument
and above all honest with clients.
We are radically transparent.

We admire people who work hard,
who are objective and thorough.

We detest office politics.

The way up our ladder is open to everybody.
Advancement of careers of our people is determined
by character as well as our performance benchmarks.

We are free from prejudice and favouritism.

The recommendations we make to our clients are the
recommendations we would make if we owned their companies,
without regard to our own interest.

What most clients want from their
consulting partners is sound consulting advice.
We put that at the top of our priority.

We attach importance to discretion.
Nobody appreciates people or companies which leak secrets.

We are all because of our clients.
Client comes first. In their success lies ours.

We constantly evolve our performance goalposts,
and strive to better our best. Excellence is our motto.

Inspired by David Ogilvy