

People First

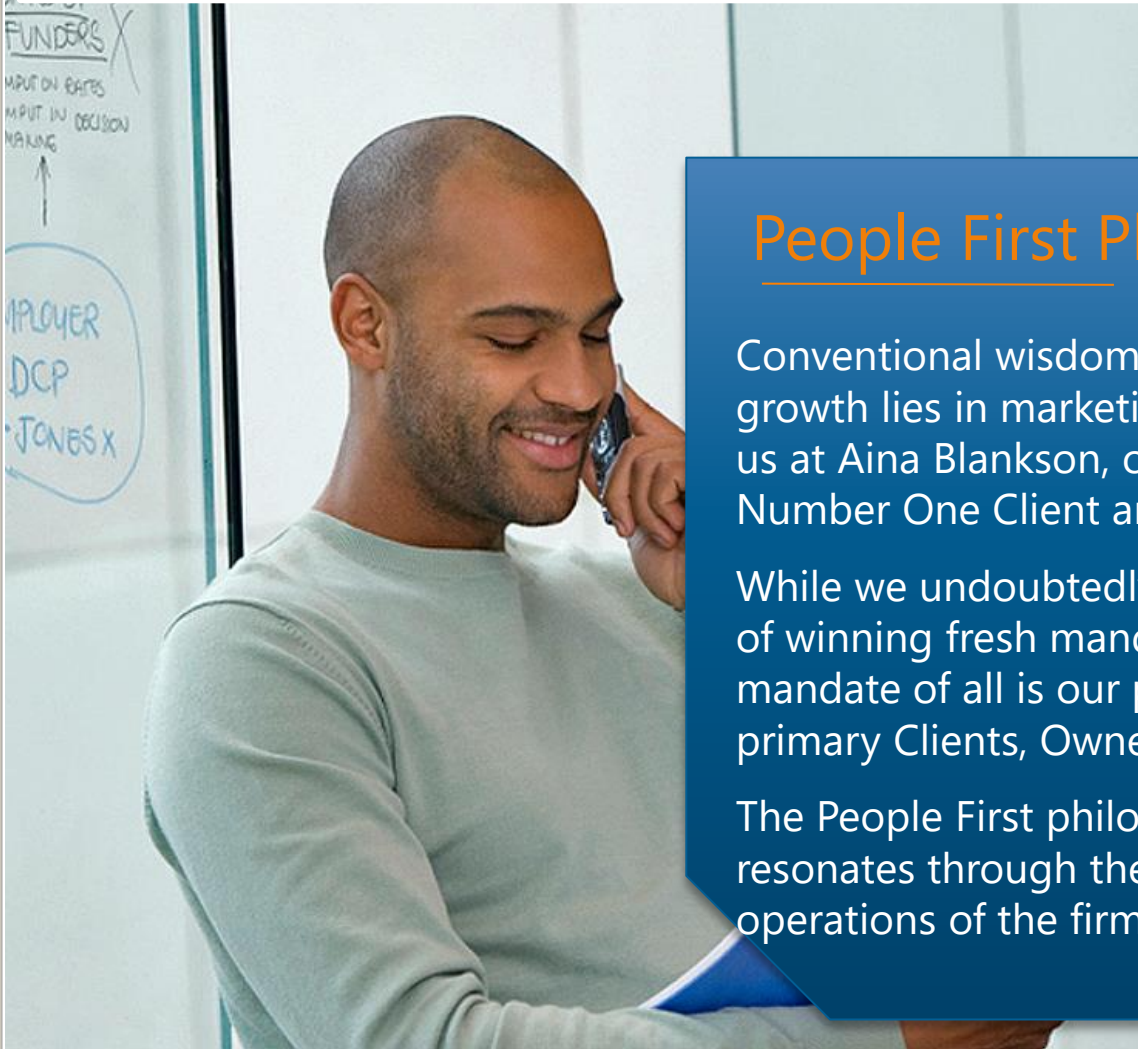


Clients, Owners & Leaders



A Human Capital Group Presentation

9



People First Philosophy

Conventional wisdom dictates that corporate growth lies in marketing and chasing mandates. For us at Aina Blankson, our People remain our Number One Client and Mandate.

While we undoubtedly appreciate the importance of winning fresh mandates, our most important mandate of all is our people as they are the primary Clients, Owners and Leaders of the Firm.

The People First philosophy of Aina Blankson resonates through the fabric of the entire operations of the firm

People First Philosophy: Our QUADRANTS





QUADRANT One:

Talent & Career Management

"Education gives us our competitive edge. Anybody can hire smart people. It's what you do with them that makes the difference. In a professional service organization, all you have to sell are your people's abilities, so we invest in that."

Lawrence A. Weinbach Managing
Partner and Chief Executive
Arthur Andersen Worldwide Organization



QUADRANT Two:

Remuneration & Incentives

“Organizations achieve remarkable success in their operations not only because they operate in good environments, or because they are capable of competing favorably with other organizations but because the management (or those at the helm of affairs) of such organizations provide the staff with the incentives that make their work worth enjoying”

CAPACITY BUILDING



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QUADRANT Three:

Training & Capacity Development

Capacity building requires careful planning to target the right people and build the right skills at the right time and over time. Evidence suggests that capacity-building initiatives tend to be more effective when they are conceived as an on-going strategic commitment by an organisation.

In line with the vision of Aina Blankson and its drive to always exceed clients' expectations, the Firm is committed to training and developing capacity of staff members towards preparing them for business in the global market place.



QUADRANT Four:

AB Culture & Ethics

- **Culture:** The Aina Blankson Culture defines and influences how people think, feel and act while they are engaged by the firm. It is a set of shared attitudes, values, goals and practices that characterize the firm.
- **Etiquette:** The Aina Blankson Etiquette is a succinct guide that governs the socially acceptable behavior for staff towards promoting a conducive work environment. It covers expectations on interactions with colleagues, personal conduct and the basic tenets of professionalism that enables productivity in the work place
- **Ethics:** The Aina Blankson Ethics are moral principles that guide the behavior and conduct of everyone associated with the Aina Blankson Brand.

The AB Culture

- Quality First
- Service & Speed
- Atmosphere & Cleanliness
- Accountability & Responsibility
- Class, Decorum & Influence

YOUR CULTURE TOUCHES
EVERY PART OF YOUR
BUSINESS



We remain committed to our
People centric philosophy as
the comfort, happiness and
career growth of our staff
underpins the success of the
Aina Blankson Brand




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