

ab.academy

Promoting

IMAGI  
NATIVE  
THINKING

& Excellence



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## Our Vision

A leading global Law firm  
with distinctive world class standards

## Our Mission Statement

*"An innovative full service Law  
firm leveraging on the creative minds  
of its team of diverse specialists to meet  
clients' interests and exceed expectations"*



# People First



***"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

# People First Philosophy: Our QUADRANTS



## AB ACADEMY: ESSENCE

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.

## AB ACADEMY: MANDATE

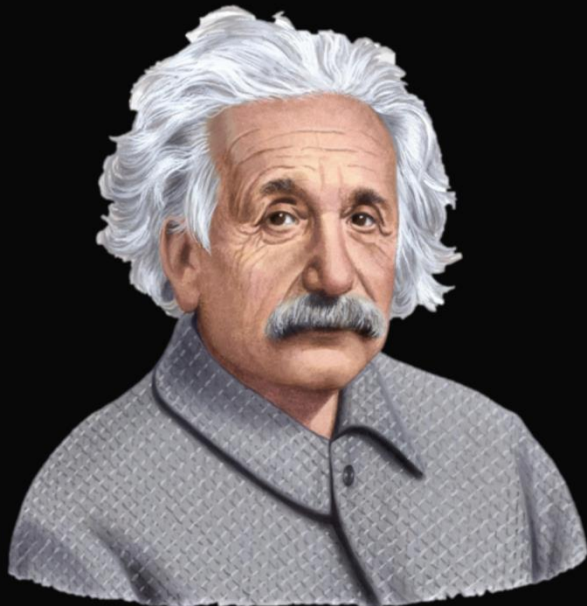
In furtherance of its people centric culture, Aina Blankson created AB Academy to train and enhance the abilities of its people towards making a difference. The training and capacity development of AB Academy is structured along the following lines:

- Culture and Ethics
- Professional Courses
- Writing & Presentation Skills
- Leadership, Management & Thinking



## Our Credo: Imaginative Thinking

Our imaginative thinking credo is built into the fabric of the firm and drives our service delivery as we constantly challenge ourselves to provide innovative ways of addressing complex legal challenges.




*"Innovation is more important than knowledge,  
knowledge is limited,  
imagination encircles the world."*

**-Albert Einstein**




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