# VALUES CHARTER

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#### TO THE STAKEHOLDERS

### 'Let the beauty of what you love be what you do'. Fai in modo che la bellezza di quello che ami sia ciò che fai.

Years ago, an Iranian university colleague introduced me to the Persian poet Rumi, author of the quote that has been most inspiring to me in my working life, urging me to look at work not just as the "duty" that allows us to earn income, economic security and social standing. Work is the space where we can most authentically express ourselves, our talents, our own personal ethical compass. And there are no professions better or worse than others: even in a company, every role bears equal dignity; the importance of a job is equal to the importance we bestow on it, performing it to the best of our potential. These love and passion make any activity worthwhile. Work is also the space where, tangibly, "I" become "WE", in particular when we talk about companies, whose success is always the result of a team effort.

This is the driving vision behind the IMC Group. When we founded the company about ten years ago, my partners and I harbored enthusiasm, and a clear understanding to create our own model of consulting, drawing inspiration from best practices in the industry, from what we had gleaned from our experiences up to that point, but also from what, as people, we recognized as important in human relationships even before professional ones. Our corporate culture has been fashioned over time by being inspired by precise ideals, taking shape based on them. In 2019, as the company grew, we needed to "codify" such values, to make it easier to share and have them clear so that they would always serve as a driver in the behavior of all IMC people.

Through an internal work of listening, discovering and deepening our corporate identity, we identified and fixed our core values in 5 keywords.

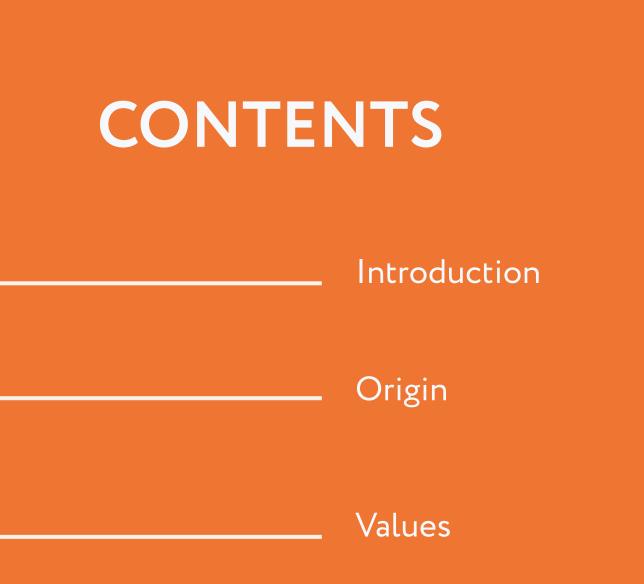
Creativity, professionalism, empathy, passion, trust: these are common words, close to everyone, evergreen, and yet very powerful when, every day, they turn into behaviors, strategies, and choices; relationships among colleagues, approach to customers, partners, competitors.

Every day, every person in IMC Group brings our "charter of values" to life.

#### Vincenzo Carolla, founder and Managing Partner







# INTRODUCTION

The IMC Group engages in business and management consulting with a mission to guide its clients' transformation paths by helping them achieve a successful future.

It empowers and accelerates corporate change processes through strategies, operational plans and digital transformation, offering customized solutions that act on people, processes, technologies and risks.

The IMC charter of values is also aimed at "customer"; stakeholders and is delivered in our relationship with them and in the quality of our services.



## ORIGIN

IMC Group has developed this charter of values through a group process from June to December 2019, with the aim of setting identity values and sharing them with all current and potential internal and external stakeholders.

All IMC Group employees have played a role in its drafting, through listening and discussion activities, starting right from the timely definition of what a value is. Our people reflected on personal values, selecting those most representative and applicable in the professional environment, setting for each of them an interpretation and definition thereof.

We are aware that the culture of a company evolves over time, adapting to changes occurring in the society. For this reason, we consider our Charter of Values, while expressing universal and timeless values, to be open to new enhancements resulting from the free contribution of all employees.



## VALUES

### **SCOPE AND TARGET**

This "Values Charter" summarizes ethical principles and rules of conduct that are considered crucial by the IMC Group in its i and external dealings, as well as in the development of its busi Target of the Charter are all those who, in different ways, enter dealings with the company or whom it may impact: employees collaborators, suppliers, customers, partners, PA, consultants, natural environment, territory, community, civil society, schools lawmakers, competitors.

It is given proper internal visibility, with recommendation forcompliance; and external disclosure through digital channel and tailored communications. We are committed to verifying e knowledge and application of the Charter through regular ques

### PROFESSIONALISM

Our professionalism combines and harnesses expertise, knowledge, and experience. It all translates into efficiency, fairness, and thoroughness that allows us to make the best use of time and tools and to undertake the responsibilities associated with achieving goals. For us, professionalism also means continuous training and updating.

### CREATIVITY

Creativity is the driver that leads us not to be satisfied with pro an efficient solution or service, yet to find solutions modeled c customer and different from those of competitors. Creativity is closely related to innovation, which can be defined as the degr uniqueness and originality that a solution holds. IMC Group st relentlessly for product and service innovation, we pay attention market needs and customer satisfaction, anticipate trends and allocate relevant energy to research and development of new solutions. We aim to be forerunners and not mere implemente





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