



STRATEGY RESOURCE PARTNERS  
Strategy • Consultants

## The Strategist's Creed

*We believe in one truth: that better results come from better strategy*

*We believe in one requirement: that better strategy depends on better information*

*Through this all things can be thought through and made better*

*For us and for our shareholders, we have a duty to do better*

*For our sake we should work smarter; not just harder*

*On the third day we should ask ourselves how we can serve our customers better, faster or cheaper than our competitors*

*They will come again and re-order, if we do that. The market has spoken through market shares*

*We believe in the power of analysis and numbers, if they are translated into actions*

*Which speak through the profits*

*We believe in focussing on just those things we do best*

*We acknowledge that shareholders require great efforts from us*

*We look for a sustainable, profitable future, and a comfortable retirement at the end.*

*Amen.*

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