

# THE INETUM WAY



inetum. 

# OUR INETUM WAY JOURNEY

Dear All,

We believe that an ambitious strategy should speak to both the heart and mind.

We reflected on why Inetum exists in the world, our unique role in creating impact, and the culture we need to win.

We created the **The Inetum Way**, a framework that will guide our work for years to come.

It unites our Purpose, our Strategic Outcomes and our Values.

We invest our time and energy to help us make more purposeful decisions.

Our success depends on us playing as one team and we look forward to writing this next chapter with you.

Jacques Pommeraud

Chairman and CEO

# OUR PURPOSE

A compelling articulation of the impact we want to create for customers and in the world. It captures why we exist, and acts as the guiding light of our organisation. It's not just a "nice-to-have" statement – it's a decision-making tool.

Our Purpose was carefully crafted and each word is strategically meaningful.

Most organizations aren't able to realise the full potential of digital. We're obsessed with helping our clients realise it.

The big 5 make digital transformation complex and slow. We are different. Our local proximity and relative scale make us faster and easier. A challenger mindset is key to how we will win.

## DIGITAL IMPACT – BUT FASTER, EASIER AND FOR THE GOOD OF ALL.

All our competitors say they are trying to create that impact. Few are succeeding. 'But' picks a fight.

We have a high bar to help clients achieve more, perform better, and have more positive impact.

Working with people – not logos – to create access to technology's possibilities; including our employees, suppliers, and clients.

# OUR STRATEGIC OUTCOMES

The 3-year outcomes of our strategy all of us must focus our time and effort on.

**Impact obsessed people**

**Propositions that matter**

**Easy, inspiring client relationships**

**Faster, simpler model**

## ■ **Impact obsessed people**

is all about building a talent model that attracts, develops and incentivizes every person in the organization to drive impact, in every moment.

## ■ **Propositions that matter**

entails turning our broad offerings into comprehensive, value-add solutions that cut through and deliver real results for our clients.

## ■ **Easy, inspiring client relationships**

means evolving our client relationships so that we know their needs, can adapt to their context, are just one phone call away, and can inspire them around the possibilities of digital.

## ■ **A faster, simpler model**

requires us to implement a global framework of shared methodologies and tools to free our teams to operate with accountability and trust.



# OUR VALUES

How every one of us must operate to deliver our Purpose and Strategic Outcomes.

**We start with impact**

**We fight for better**

**We help each other**

**We get it done**

## ■ We start with Impact

We must always be clear on and anchored in the end result of what we're doing – big or small – for our clients and for our colleagues.

## ■ We fight for better

We want to always be improving. This means choosing a growth mindset and relentlessly finding better ways forward in every aspect of our work.

## ■ We help each other

We are a people business and can only win if we work together; collaborating across silos, levels and teams.

## ■ We get it done

We must operate with pace and accountability so that we finish what we start – getting done what you can today, not tomorrow.

Strategic Outcomes

**Impact obsessed people**

**Propositions that matter**

**Easy, inspiring client relationships**

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**We start with impact**

**We fight for better**

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**We get it done**

Values

**DIGITAL  
IMPACT**  
**- BUT FASTER,  
EASIER AND FOR  
THE GOOD OF ALL.**

**AND YOU,  
WHAT WILL BE  
YOUR DIGITAL  
IMPACT?**

**JOIN US TO  
LIVE YOUR  
INETUM WAY**

In an ever-changing environment, our team members create every day a digital impact, but faster, easier and for the good of all.

Inetum is certified as a Top Employer 2024!