



# Market-Ing

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## Decalogue of the Professional Consultant

- 1.** I have the knowledge, experience and skills necessary to carry out my work in an efficient manner.
- 2.** My fundamental values – *Trust, Responsibility and Respect* – are the guide for all my actions and relations with customers, collaborators and associates.
- 3.** I respect the beliefs, styles and paradigms of the persons who I support, proposing with humility and diplomacy, but also with a great conviction, the changes necessary to improve their business results.
- 4.** In most of my projects, immediate results are normally expected, so that I must clearly define the work schedule and fulfill the committed delivery times.
- 5.** Consulting fees must always be fair and equitable, keeping a wide flexibility in supporting those companies affected by economic problems.
- 6.** I am convinced that all projects based on *Efficiency* are highly profitable, so I commit together with the company to the results generation.
- 7.** In a changing and global world, I must keep permanently updating my knowledge on world class practices in my specialization field.
- 8.** My commitment to *Community and Environment* is strong and permanent, so that I devote my efforts to generating and executing a culture for their support
- 9.** All information related to my projects will be handled by me in a strictly confidential way, corresponding to the trust entitled to my person.
- 10.** In my character as independent professional, I stay away from the politic matters of corporations, thus enabling me to propose objective solutions for competitiveness improvement.