

Our Rules of the Game

The McArthur Davies motto is;
Work Hard, Play Fair, Have Fun.

We are a TEAM – Together Everyone Achieves More

We apply this every day.

1. **We operate above the line.** We all take ownership and responsibility and are accountable for what we do. Things go wrong, this happens, but we do not blame other people, find excuses or deny that something went wrong.
2. **High Standards.** We only deliver work that we feel good about. It does not go to market if it does not meet our standards. Mediocre is not good enough. But if we are 90% there and feeling good, it's good enough. Striving for perfection is not always possible.
3. **Respond within 24 hours.** In a busy office environment it's easy to get distracted by phone calls and emails. Don't ignore them simply make a note to respond, within 24 hours. This rule applies to everyone, client, suppliers, partners. Don't leave a query unanswered even if you don't know the answer, acknowledgement is the first step.
4. **Fresh pair of eyes.** Do NOT press print without someone fresh proofing it. If unsure about a way forward always ASK someone else's opinion. We are never too busy to get our heads together. Do not make decisions that are rushed or you are not confident in.
5. **Take 5 minutes out.** At busy times when you are feeling under pressure don't be impulsive and get frustrated. Instead take 5 minutes to clear your head, go for a walk, put the kettle on, change what you are doing. Those 5 minutes can make all the difference.
6. **Communication is clear.** If you don't understand what you are doing, ask. If something is not clear, get clarification. Ensure channels of communication are open and clear. Sometimes just picking up the phone, instead of sending another email, can make all the difference.
7. **Don't fly blind.** Make sure you have all the facts before making a decision. If you don't know the answer to a question, that's ok. We can find it. If you're stuck, please ask someone.

8. **Listen.** Our clients value our experience and opinion, in order to give that fairly we need to listen to them. We find the time to speak to them and the people in their business to fully understand their needs.
9. **Review.** It is important to review everything we do. What worked, what didn't, what can we do better next time. Make notes, amendments and then move on.
10. **Don't 'over promise and under deliver'.** It's ok to say No! Sometimes boundaries and patience are pushed in pressured situations. We are all doing a job for a client to the very best of our abilities but over promising and under delivering is not doing the best by ourselves or for our clients. Always ask yourself if you are doing this before agreeing to take on more work.
11. **Time is money.** Clients pay for our time. So time is money. We can always expect a level of over-service as we get to know a client's business. But we must respect our time. All clients are paying for time, no matter how much or how little, they each deserve the same respect. Is the client aware of this and do they respect that too?