
William Fry Culture Framework Launch



VISION



MISSION



VALUES

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OUR VISION



For businesses and individuals
to reach their full potential,
no matter what.

OUR MISSION



Empowering our clients and people
to achieve the best possible
commercial and personal success.

OUR VALUES



Big Thinking.
Energetic Engagement.
Powerfully Principled.

BIG THINKING



- Ambition -
- Agility & Innovation -
- Performance -

We are ambitious. We are agile and strive for continuous improvement and innovation. We focus on performance excellence to achieve the most successful outcomes possible.

Big Thinking



Ambition
Agility & Innovation
Performance

Ambition:

- I set ambitious goals and am driven to achieve them
- I am motivated by helping colleagues and clients achieve personal and commercial success

Agility & Innovation:

- I anticipate and am responsive to the needs and opportunities of clients and colleagues and adapt quickly to market changes
- I upskill to meet the future needs of my role, learn about the business of law, new practice management and IT
- I collaborate to deliver innovative solutions to add value
- I believe in and always strive for continuous improvement

Performance:

- I understand the commercial landscape and business drivers
- I am solutions-focused and driven by results
- I adopt strategies aimed at making our business more productive and more profitable and at achieving the best possible outcomes for colleagues and clients

ENERGETIC ENGAGEMENT



- Challenge -
- Determination -
- Unity -

We constructively challenge and are determined to deliver. We work as one team for commercial and personal success.

Energetic Engagement



Challenge
Determination
Unity

Challenge:

- I ask questions when I don't understand and ask for feedback from clients and colleagues to provide better solutions
- I challenge the status quo and welcome new ideas

Determination:

- I actively listen, communicate and share information
- I am always prepared and fully engaged
- I ensure objectives and deadlines are met
- I am determined to deliver for colleagues and clients

Unity:

- I look for feedback from colleagues and clients and work with them to achieve the best results
- I always employ a one-team approach, working with colleagues in different disciplines to achieve the best possible outcomes
- I support the firm's recruitment activities

POWERFULLY PRINCIPLED



- Diversity & Inclusion -
- Respect -
- Responsibility -

Our guiding lights. We do what is right. We are respectful at all times. We take responsibility for our actions and are committed to diversity and inclusion.

Powerfully Principled



Diversity & Inclusion
Respect
Responsibility

Diversity & Inclusion:

- I believe greater diversity and inclusion leads to greater commercial success and a better culture
- I help create a diverse and inclusive work environment by encouraging diverse opinions – and acting upon them – and I challenge behaviours that exclude people or do not live up to our values

Respect:

- I treat everyone with respect
- I celebrate transparency, authenticity and integrity – in myself and in others

Responsibility:

- I take personal accountability for my behaviours
- I do my part to support the firm's efforts to protect the environment
- I do everything I can to promote sustainability across all environmental, social and governance measures
- I always seek to further my own and the firm's positive impacts in the community