

# Ian Berry's Professional Services Promise

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I believe that employees feeling **valued**, living **values**, and delivering **value** is fundamental to ensuring that the personal cost of achieving consistent high performance is never too great.

To this end I believe that:

**Leadership is** *the art of ensuring people feel valued*, and that **management is** *the practice of ensuring it's simple for people to deliver value*.

**I help my clients to live this kind of leadership and management in their own best ways through** living the following processes, policies, procedures, practices, and systems.

## **Processes**

I give away my best insights, inspirations and ideas in person and online without attachment to getting back.

## **Policies**

When approached to do business I determine the objectives of working together with my client, how progress will be measured in achieving these objectives, and the value to my client of success. My professional fees are based on value as perceived by my client. **My goal always is to give my clients a minimum 10 times return on their investment in my services.**

## **Procedures**

I only ever invoice my clients monthly in advance so that either of us can exit our partnership without any sacrifice.

## **Practices**

In all my work with my clients I share the truth as I see it in candid and convivial ways without exception, and regardless of when it may be to my personal disadvantage.

## **Systems**

I use the methodologies I've mastered and diligently continue to hone, to shine the light on matters where my clients can be more of the best versions of themselves, elevate their leadership, develop more leaders, and improve their processes so that it's simpler for people to bring their very best to their work every day.

**Every day I enhance my gifts in order to feel valued, live my values, and deliver value, while helping others to do the same in their own best ways.**

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