

Vision. Mission. Values.

The thinking that keeps us focused on people, evidence and meaningful change.

01 / OUR VISION

A world of work where teams know how to get the best out of themselves and each other - and have what they need to perform at their best.

We believe capable people should be able to do great work together. Yet even talented teams can find performance harder than it needs to be.

Our ambition is to help create workplaces where people understand what drives performance, recognise what gets in the way, and know how to make things better.

02 / OUR MISSION

To help organisations remove the friction preventing teams from performing.

We use evidence, insight and practical expertise to understand what is really happening within teams, before deciding what needs to change.

We diagnose before we prescribe.

By finding the friction, focusing on what matters and measuring the difference, we help organisations turn the capability already within their teams into better performance.

Our Values

Our values aren't statements for the wall. They're how we want people to experience working with AQR - and how we want to work with each other.

01 We Give a Damn

People and relationships matter to us.

We care about the people we work with, not just the work we're doing. We take time to listen, understand what matters and build relationships that last beyond a project.

We're interested in people as people. We remember what's important, we check in, and we're there when we can help, whether there's a piece of work attached to it or not.

02 Make a Difference

If nothing changes, what's the point?

We want our work to matter. That means focusing on what will genuinely make a difference rather than simply creating activity.

We challenge, support and measure what changes, because success isn't delivering a programme. It's helping people and teams perform better because of it.

03 Enjoy What We Do

Great work doesn't have to feel corporate.

We bring energy, personality and enthusiasm to what we do. We want to enjoy working together, enjoy working with our clients and create experiences that people want to be part of.

We take the work seriously. We don't believe we always have to take ourselves seriously.