

**Sirota Mission:**

To help organizations build strong and productive relationships with their stakeholders through the scientific assessment of opinions and alignment of interests with the management policies and practices of the organization.

Values - The Sirota Way:

In pursuing our mission, we bring five interconnected values to our work. In every client project, relationship, and internal initiative, we challenge ourselves to bring these values to fruition:

- A Partnership Approach;
- Action Orientation;
- Innovation;
- Designed-Process Excellence;
- Long Term View

When we talk about “client focus” at Sirota, we are really hitting upon the crux of our partnership approach vis-à-vis our clients. We work to create with each of our clients a relationship based on mutual trust, ethical treatment, transparency and shared goals. We seek first to understand the client’s needs, concerns, issues, and environment, listening to their preferences, as opposed to instinctively solving for our “game plan”. We choose to work within our clients’ business/process parameters, looking for the merit in their choices, and working to help them recognize valid opportunities for improvement (as opposed to simply convincing them to conform to the way we want to do it). This, of course, requires that we tailor our process, tools, and formats (always however within our professional boundaries). In essence, we don’t believe we can solve our client’s unique problems using generic tools or guidance. Accordingly, our work is highly customized.

None of what we do will have value if we do not bring to every engagement a strong action orientation. This means that we recognize that the purpose of the research, data collection, assessments, and analysis that we do is to cause the client to take action in a way that will improve its business results. Our action recommendations are based on a set of time-tested, research verified interventions that are known to work.

Innovation refers to breakthrough thinking and creativity. This means that in applying our customer focus, we find new and creative ways to deliver what the client needs and solve the client’s problems, rather than try to fit the problem into

one of our existing solutions. This becomes highly contextual and multi-faceted and is often achieved through cross-disciplinary collaboration.

Creativity and innovation do not free us from delivering on time, to specification, and with data and process integrity. This means that we will employ standards that ensure that consultative, technical and process excellence is delivered on time and within budget, with no data integrity, connectivity, functionality, security, or privacy issues.

The last value implies that there is a mutuality of benefit in the relationship and learning that we share with our clients over time. Over time we are likely to evolve: the project itself from a substantially process orientation (first, do no wrong) to ever broader definitions of “success” and/or “innovation”; and our action recommendations, which are largely a function of the maturity level of people, practices and leader willingness; and our own thinking about the what constitutes best-in-class theory/practice, process and technology in this field. Change is a multi-year proposition and must be handled accordingly.