



make a difference

The core values at the heart of Kennedys

Kennedys



make a difference

At Kennedys we have a distinctive culture that makes us a successful firm where people enjoy coming to work. Our culture is a source of strength and differentiates us from our competitors. We are very conscious that as a diverse and global firm we need to ensure that everyone, wherever they are in the firm, shares and embraces our values.

Our values are the DNA of our firm: they are at the core of our culture and guide us in everything we do. For me, they mean doing the right thing and in the right way. I wholeheartedly commit to them and ask that you do the same.

Nick Thomas
Senior Partner



make a difference

At Kennedys we're here to make a difference for our clients, and each other, every day. We empower our people to deliver the very best work and reach their full potential. We do this by putting our values centre stage. They define the way that we behave and interact with one another, and they run through every strand of our firm.

This booklet sets out our values. It should be used as a guide to all of us when we:

- Interact with clients, colleagues and other business associates
- Carry out our work
- Make and implement decisions
- Reflect on our performance and development needs
- Manage, motivate, appraise or give feedback to others.

At Kennedys we make a difference. We do this by being:



Approachable



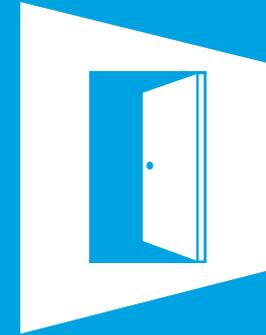
Straightforward



Supportive



Distinctive



We are approachable

We demonstrate this by:

- Readily making time for people
- Responding promptly
- Keeping people updated on progress
- Being friendly and courteous
- Maintaining regular contact with clients and each other
- Communicating effectively and openly
- Not tolerating rudeness or arrogance
- Helping each other out
- Listening to our clients and tailoring our advice to their needs
- Doing our best to understand the views of others
- Giving constructive feedback and suggestions
- Being good humoured and unpretentious

What does being **approachable** mean to me?

Kennedys is full of approachable and open people. It was certainly one of the reasons why I joined. Our open plan environment plays to our strength of being there whenever you are needed... without that closed door mentality.

Personally, I take great pride in being approachable and positive and it's no different in my role as a Kennedys partner. It's quite simple: whatever I'm doing and wherever I'm doing it, I always try and make time for people. That is core to our culture at Kennedys.

It's also about balance and consistency and dealing with everybody in the same even-handed fashion, internally and externally. It's an attitude that plays a huge part in shaping the personality of the firm as a whole.

An approachable team is also a team with a supportive spirit, which makes a happy and therefore an effective one. That's great for us, but it also attracts clients. They want to work with a team of people who gel and the family-feel at Kennedys makes people want to stick around.

// Suzanne Liversidge, Partner, Sheffield





We are straightforward

We demonstrate this by:

- Acting with integrity
- Speaking out when something is wrong
- Being open and transparent in our dealings
- Facing up to difficult issues
- Setting clear expectations
- Delivering on our promises
- Taking responsibility for our actions
- Being straight talking and direct
- Giving clear, independent advice with concrete recommendations
- Taking the right way rather than the easy way

What does being **straightforward** mean to me?

For me, being straightforward means setting a clear direction. I try to communicate with colleagues and clients in a way that is clear, timely and genuine. It's also about being upfront in a constructive and respectful manner.

Whether dealing with challenging management or complex group litigation issues, we ensure our recommendations are simple, relevant and practical. Providing straightforward advice is part of our brand.

We can take great pride in the fact that upholding our core values remains high on Kennedys' agenda, notwithstanding our remarkable growth. They are a big part of our success and distinct personality.

// Trevor Davies, Partner, London





We are supportive

We demonstrate this by:

- Respecting people
- Recognising every individual's contribution and skills
- Embracing diversity
- Not imposing unnecessary rules, micromanaging or restricting people
- Treating everyone fairly and with respect
- Showing consideration for others
- Promoting personal development
- Working effectively together
- Not pursuing personal interests
- Not criticising people behind their backs
- Celebrating and sharing in successes



What does being **supportive** mean to me?

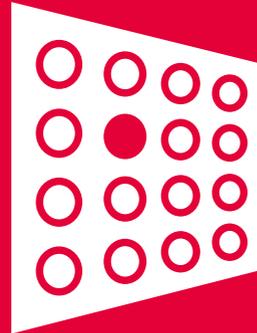
Law firms by their very nature can be challenging workplaces, which is why we all go to great lengths to create an open and supportive environment.

It's about recognising that it's not 'one size fits all'. Being supportive involves embracing diversity and being inclusive – respecting each individual.

Being supportive is so ingrained in our culture that it threads through visibly to the kind of client service that we provide.

As a partner, I can see that showing support engenders loyalty at all levels and I don't think that should be underestimated. It's crucial for career satisfaction and talent retention. We all need each other to succeed as a firm – everybody brings something different to the table. For me, it's understanding that we are not a collection of individuals pursuing our own agendas; Kennedys is one firm and we are a community.

// Rebekah Giles, Partner, Sydney



We are distinctive

We demonstrate this by:

- Providing commercial solutions to our clients and taking account of the bigger picture
- Being pragmatic
- Putting the right people on the job
- Sharing knowledge, ideas and opportunities
- Not keeping work to ourselves that others could do better
- Being innovative and not afraid to do things differently
- Anticipating and adapting to change
- Providing best value for money, without compromising on quality
- Displaying a 'can do' attitude
- Taking pride in our work and giving our very best

A man with short, light-colored hair and glasses is sitting in a red leather chair. He is wearing a dark blue suit jacket, a light blue striped shirt, and a red tie. He has a watch on his left wrist and a ring on his left hand. He is looking directly at the camera with a slight smile.

What does being **distinctive** mean to me?

As a firm, we manage to stand out from the crowd. Our personality, largely driven by our values, distinguishes us from competitors. At Kennedys we're not a cookie cutter, 2D, 9 to 5 workforce. Our hard working, down to earth approach and entrepreneurial spirit is a huge factor in our continuing commercial success.

For me, the best way to be distinctive is to be yourself. It is important that we recognise the firm is the sum of many great parts. Everybody at Kennedys brings something different and when you respect everybody equally for their contribution, collectively we all succeed. This endearing individuality is why clients love working with us.

I'm proud when I hear that Kennedys has managed to retain our values despite our increase in size. I don't know of any other firm where partners are so accessible. I valued that aspect as a junior solicitor at Kennedys and I certainly make an effort to promote that culture, which I know my team appreciates.

|| Alex Guillamont, Partner, Miami



make a difference

What makes a difference for you?

Tell us at: values@kennedyslaw.com

For further details, please see our website:

kennedyslaw.com/cultureandvalues



Approachable



Straightforward



Supportive



Distinctive

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