

# C4 WORLDWIDE



Australia • India • Israel • New Zealand • North America • Africa • United Kingdom  
Consulting • Energy • Finance • Hospitality • Management • Research • Real Estate



*Working with Prospects, Clients and  
One Another*

**Our Standards of Behavior**



## *The Chairman's Message*



**DR Rawson**  
*Chairman & CEO*

*We believe that everyone deserves to be treated well. There are many reasons for this but lets start with what we believe are the basics. We believe in treating others even better than people treat us. We believe that no one in the company is better than another. We all have different responsibilities and titles but we're all in this together.*

*As a company we will never discriminate or distinguish between race, creed, national origin, religion, gender or sexual orientation. We are co-workers, friends, prospects and clients. We all depend on one another for one reason or another. How we work with and interact with one another is a big part of who we are as people and a company.*





## *We are Accountable*



- We will do what we say we will do
- We will manage expectations
- We will build relationships that are:
  - ✓ Open
  - ✓ Honest
  - ✓ Realistic
  - ✓ Supportive
  - ✓ That add Value
- We are Reliable
- We will act with Integrity
- We are passionate about our responsibilities
- We want to be held accountable



## *We are Supportive*



*“Our success is in direct proportion to our ability to work as a Team.”*

DR Rawson  
*Chairman & CEO*

- We provide an environment where people can give of their best
- We work to understand the needs and concerns of others
- We create a learning environment
- We seek feedback from others in order to learn and develop
- We encourage others to achieve their goals



## *We are a Team*



*"There's no limit to what we can do or where we can go if we don't mind who gets the credit."*

**Ronald Reagan**  
President of the United States

- There is no "I" in Team
- We are stronger and more resourceful as a Team than we are as an individual.
- The Client IS part of our Team
- We look for ways in which we can support one another
- A success is a win for the Team



# *Imagination*



*“Experience brings with it knowledge. Wisdom knows when to listen and when to apply the knowledge one’s gained.”*

DR Rawson  
Chairman & CEO

- We want to ignite the imagination of our prospects, clients and co-workers.
- We believe that each of us can make a difference.
- We are willing to put forward our best thinking.
- We do not let the past stand in the way of our future.



## *In Summary*

**“We are only as good as  
our People. They are our  
greatest asset.”**

***The Board of Directors***  
*of C4 WorldWide, Inc.*



## Contact Us

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*Our people make the difference.*