

RSM'S LITTLE BIG BOOK

THE POWER OF BEING UNDERSTOOD

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING



WE LISTEN

Our promise

We listen to your needs.

We take the time to truly understand your business.

We help you create value.

We help your business move forward.

You experience:

The power of being understood

HOW THIS BOOK WORKS

This little big Guide signposts the **10 most Important** Things you need to know about RSM and why we can be critical to your business success.



1

WE LISTEN

1. THE POWER OF BEING UNDERSTOOD

At RSM we have learnt to listen.

We believe in building strong, collaborative client relationships based on a genuine understanding of needs, strategy and aspirations. We believe in striving to be an essential part of our clients' business, thinking ahead and responding rapidly to changing needs.

Collaboration. Understanding. Ideas and insight.

2

WE SUPPORT YOU EVERY
STEP OF THE WAY

2. THE RAPIDLY CHANGING WORLD OF WORK

The speed of change is speeding up!

Big Data, Internet of Things and Cyber-activism are turning your world upside down. We are here to help you at every stage of your transaction. We know advice can be sound and practical, and still be innovative. Country, market and sector knowledge, combined with specialist technical experience. Applying the right mix of technical, commercial and operational experience to your business opportunities.

Supporting and empowering you every step of the way.



3

WE UNDERSTAND
THE DYNAMICS OF
ORGANISATIONS

3. DOING BUSINESS WITH FRIENDS

We have built our business on strong personal relationships.

Relationships based on genuine respect and understanding. [We understand the dynamics of business.](#) Doing business with friends is all about personal service, thinking ahead and delivering measurable results.



4

BOTH FEET ON
THE GROUND

4. WE ARE ENTREPRENEURS TOO

Like you, we are business people.

We understand the passion, stress and excitement of business. This gives us 'a feet on the ground' approach. [Allowing you to benefit from the ideas and insights of our most senior experts](#), as they anticipate challenges and identify opportunities.

We offer not only a global vision backed by local knowledge, but also local vision backed by global knowledge.

5

AT RSM, WE WORK
WITH THE LEADING
PROFESSIONALS

5. WE HAVE OUR PRINCIPLES

RSM is guided by principles.

We act on them and we are loyal to them. **Quality**, for example, is a principle that is found in every aspect of our work. Wherever in the world you do business, you will find that our services are of the highest quality. At RSM, we work with the best professionals. Experts in your field or industry, and in many more too.

This ensures you receive advice with a 360-degree perspective. And we go further. Many of our senior partners are thought leaders – professionals with an entrepreneurial spirit and a **passion for renewal**. Making optimal use of the leading expertise – that's our commitment to quality.



6

WE DISCOVER
OPPORTUNITIES BY
LAYING RISKS BARE

6. A REAL SPARRING PARTNER

We believe our clients should benefit from the ideas and insights of our most experienced experts, locally and globally. This means we won't always agree instantly.

But you can always trust that we are working in your interests. Discovering opportunities by revealing risks.

Empowering you to face the future with confidence.



7

WE HAVE A
GLOBAL FOOTPRINT

7. A PROFESSIONAL PARTNERSHIP

Risk is always at the forefront of our mind.

We work with you to protect your assets, your reputation and your future. We help you understand the threats your business may face. [Working from a global footprint, we deliver tailored expertise](#) that will help you to maximise your returns and minimise your risks.



8

AIMING TO ACCELERATE,
NOT SLOW DOWN

8. COMPLIANCE

The reason a Bugatti has good brakes is not to enable it to stop, but to enable it to go faster.

You want to be **in control**. To steer your company so it accelerates rather than slows. We connect the inside and outside world. Couple your processes to international rules. Help you develop a tax and business structure that gives you the maximum flexibility.

We're prepared, so you are too. By helping you pass barriers easily, you can aim **straight at your goal**. Our business is to think deeply about your business.



9

THINKING WITH YOU
IS IN OUR GENES

9. CONTROL

Thinking with you is in our genes.

This means you can expect advice whether or not you asked for it. In a fast-changing world it's crucial you always have the best information at hand.

This way you can meet the future with confidence.



10

INTERESTED TO
KNOW MORE?

10. COFFEE?

If our [little big Guide to RSM](#) has awakened your interest, why not give us a call and come round for a chat?

You can be assured of a good coffee, a warm welcome and a listening ear!

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