



the **muckle** way

# the why?

## Which way is North?

The Muckle Way is all about setting our compass. Making sure we all know why we need to pull in the same direction and what we need to do to achieve our vision.

### OUR VISION

Successful, forward thinking, and distinctive. Caring deeply about our people, clients and community.

### OUR PURPOSE

To provide the best advice and service we possibly can, profitably.

### OUR STRATEGY

#### Where to play:

- North East and Cumbria;
- with strategic national practices and international alliances;
- providing a full range of legal services for businesses;
- to organisations and high net worth individuals.

### LEADING THE WAY

It's our directors' and partners' responsibility to lead the way. They will:

**Set direction** – clearly outlining what we want to achieve as a business.


**Drive focus** – making clear and timely decisions on things that matter.


**Live our values** – lead by example, practically demonstrating our values and behaviours.


**Build trust** – support a working environment that nurtures trust and belonging.


**Recognise success** – recognise that success is defined not only by 'what' we do, but 'how' we do it.


### THE 6 'P'S


 **Profitability** - Design and deliver a successful, sustainable business model by 2027

 **Plans** - Strategic Business Development plan delivering ↑ 7% p.a. turnover growth

 **People** - Recruit, develop, engage and retain the right people for the right roles

 **Performance** - Deliver proven, consistent, quality client service

 **Process** - Deliver process, quality and cost improvements through continuous innovation and increased automation

 **Purpose** - Be a values led, responsible business for our people, community and clients

# how we work

## our values & behaviours



### Trust

#### We trust each other to do the right thing

- › Respect and treat each other fairly
- › Be honest, open and transparent
- › Be yourself and empower others to do what they do well
- › Value and recognise each other



### Teamwork

#### We are one team and work selflessly for each other

- › Be aware of your impact on others
- › Be clear about what you expect from others
- › Plan, organise and prioritise your time
- › Coach others to be their best
- › Support and delegate to others
- › Work hard for the collective, not for individual gain



### Responsibility

#### We are self-starters and take responsibility for how we work together and communicate

- › Be positive and enthusiastic
- › Communicate – listen, ask questions and share knowledge
- › Embrace feedback
- › Challenge ourselves and others to deliver success
- › Have great conversations, including the difficult ones



### Care

#### We care about our people, clients and community

- › Help and look out for each other
- › Understand, support and learn from each other
- › Be proactive and make a difference
- › Be kind to yourself and others

# what we deliver

## our service

### WE ARE REAL PEOPLE

TEAMWORK is important to us, but the success of our team is dependent upon the individuals within it. Whilst our service should be delivered consistently, we encourage our people to develop and use their individual style to build TRUST.

- › Use plain English
- › Avoid using jargon or exclusive language
- › Reflect our standards and house style
- › Make things happen, don't sit back

### WHO BUILD STRONG RELATIONSHIPS

We are commercial, practical and adapt to the collective needs of our clients, our communities and our people. We take RESPONSIBILITY for having great conversations that build strong, lasting and profitable relationships.

- › Think commercially and look for opportunities that will enable us to drive profit and growth
- › Proactively make new connections and get to know existing contacts better
- › Cross-sell and spot opportunities for clients and colleagues

### WE DO WHAT WE SAY

We clearly outline what we're going to do right from the start of a piece of work. If the unexpected happens, we're upfront and explain how the changes affect our work as soon as we can. It's all about taking RESPONSIBILITY for keeping our promises.

- › Understand, agree and meet expectations
- › Identify potential problems and risks early
- › Understand our risk management procedures
- › Keep finances in order

### ON TIME, IN BUDGET

We outline when people can expect work to be completed and estimate how much it will cost. We also take RESPONSIBILITY for making sure work gets done on time and clients don't pay more than they've agreed.

- › Make profitable decisions
- › Respond to queries quickly
- › Outline how changes affect time and costs
- › Bill clients promptly with no nasty surprises

### WITH EXCELLENCE, EVERY TIME

Technical excellence is what's expected of us. From our support teams to our solicitors we want everyone to aspire to the highest level possible. We CARE about quality and always seek to improve.

- › Deliver technical excellence always
- › Develop your own knowledge
- › Comply with SRA rules
- › Always ask 'what could we do better?'

Be the **difference**

# Business as a force for good

We are the first law firm in the North East and Cumbria to be **B Corp Certified™** - and for very good reason. It may not be part of our service, but being a responsible business is very much part of The Muckle Way.

We engage in our ESG activities because we care deeply about supporting the communities in which our people, their families and their friends live and work - it is simply the right thing to do.

We don't restrict our support to the North East and Cumbria, but it is where we think we can collectively make the biggest difference, and there are lots of ways you can help.

## Give money

Through our grant giving and match funding facilities

## Give time

Through your 2 days annual volunteering leave

## Give expertise

With free legal advice and professional services

## Think green

Live and work as environmentally friendly as you can

## Promote

Share how you support communities to encourage others

## Have fun

Choose to give back in a way you personally enjoy



## Invest

In our people,  
our clients and  
our communities,  
whilst retaining  
our independence



Engaged  
People

Our  
**success**



Engaged  
Clients



Profit and  
Growth

# muckle<sup>LLP</sup>



Certified



Corporation

**INVESTORS IN PEOPLE**<sup>®</sup>  
We invest in people Platinum



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