

Tait's Guiding Principles

Tait's guiding principles are at the foundation of everything we do: the way we work, the decisions we make, the products we deliver.

1 Innovation

Creative, innovative thinking helps us deliver effective solutions for clients.

Therefore: we encourage each other to be free thinkers, take wise risks, pursue new ideas, and continue to learn.

2 Strategic Thinking

Thinking strategically keeps us focused on outcomes.

Therefore: our advice is well-informed, based on best practice, grounded in reality, and focused on results.

3 Integrity

We stay on the high road and do what's best for the client, even when it's difficult.

Therefore: we provide our best advice to clients, even when it differs from their thinking. We are accountable for our commitments and transparent in how we do business. When we make mistakes we own them and fix them.

4 Relationships

Our team and client relationships are built on trust, respect, and shared professional values.

Therefore: we work collaboratively with those who share these values. We do not transact business; we build trust relationships by delivering quality in every dimension.

5 Value

We create value through our work: value for our clients, our firm, and our team.

Therefore: the work we do makes a difference. We achieve results for our clients for a fair price by being skilled, efficient, and focused. We invest our time, energy, and funds in the betterment of our community and our team.

6 Team

We work as a team, and make our clients part of that team.

Therefore: we assign the right person to every need. We listen, contribute, communicate, and collaborate.

7 Pride

We do work we are proud of.

Therefore: we do work we can present with confidence and pride. We work with clients who share our commitment to quality and understand the effort and resources required to create Tait-quality work.

