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First-Choice Advisor Culture



Our first-choice advisor culture inspires confidence.

We are proud of our culture because our people stand out for how they demonstrate what we call the 5 C's—caring, curious, collaborative, courageous, critical thinking—how they live our values and how they exhibit behaviors that bring our brand to life every day.

As a critical component of our culture and each individual's career progression, the 5 C's help us deliver the power of being understood more fully and continue to create momentum toward achieving our vision to be the first-choice advisor to middle market leaders globally.

[The Power of Being Understood®](#) sets a high standard for excellence that transcends the typical professional services delivery model. And, our first-choice advisor culture creates the foundation and commitment to understand others and bring clarity to important issues that help clients, colleagues and communities move forward with confidence.

The Power of Being Understood®

We are caring, curious, collaborative, courageous, critical thinkers.

We bring an unmatched **personalized focus** to every interaction, meeting people where they are to help them reach their goals.

We build rich, **enduring relationships** based on a **profound understanding** of our clients, colleagues and communities, their goals and their aspirations.

And, we bring **diverse ideas and insights** to help them reach greater heights.

Because when you are deeply understood, you are **empowered to move forward with confidence**.

This is the power of being understood. This is RSM.

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The 5 C's

THE POWER OF BEING UNDERSTOOD

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