



# OUR ANTHESIS SPIRIT





Anthesis:

***Flowering of a plant***

Synonyms:

***Growing, growth, maturation, development***

Spirit:

***The prevailing or typical quality, mood, or attitude of a person, group, or period of time.***

The Oxford English Dictionary

# OUR GROWTH IS ROOTED IN FOUR AREAS

The components of our growth strategy are underpinned by the right culture and values - what we call the 'Anthesis Spirit'.

The outcome of great people living out the Anthesis Spirit, for clients committed to deliver meaningful work is that we do well commercially, and we make good things happen.

- 01 Personal Growth**  
We attract world leading experts...united behind values that make expertise convincing.
- 02 Powered By Tech**  
We believe that technology has the power to amplify the impact of our expertise.
- 03 Globally Connected**  
The world needs people and systems that deliver expertise where it matters locally and globally.
- 04 Delivery & Implementation**  
Our Activator mindset drives us towards transformational impact and delivery.



OUR PURPOSE

**FOR A MORE  
PRODUCTIVE AND  
RESILIENT  
WORLD.**



## BY HELPING ORGANISATIONS ACHIEVE SUSTAINABLE PERFORMANCE

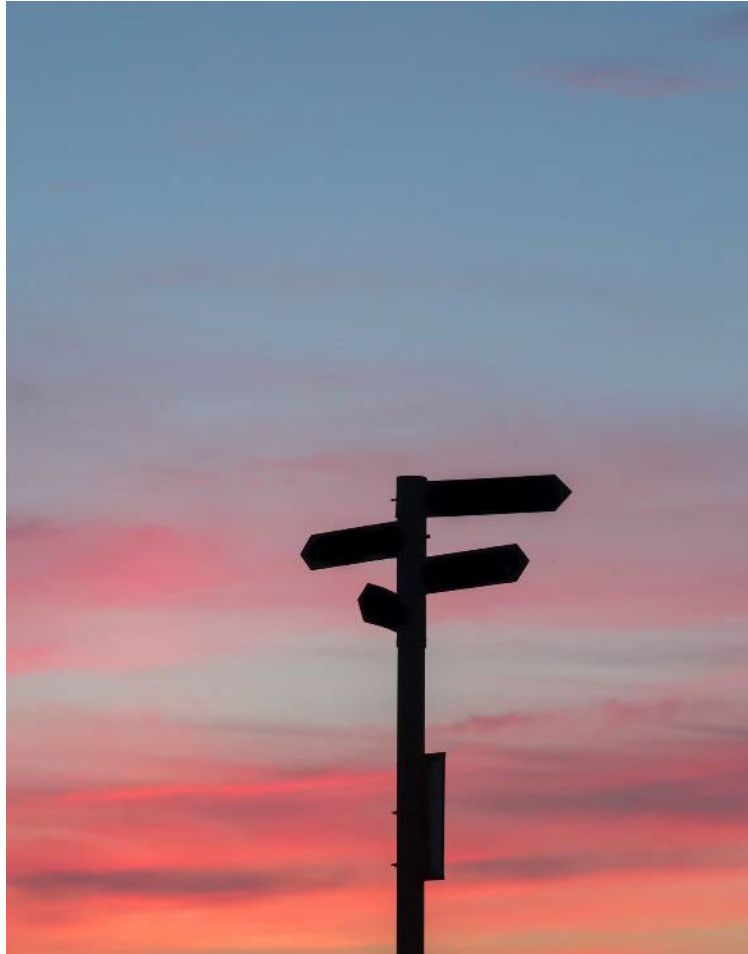
“

*The challenge is finding the right advisory partner that instinctively understands what is needed, understand our business, and can deliver efficiently against the project brief.*

*Anthesis' way of working and communicating enabled us to execute the project on time, on budget, and to an excellent standard.”*

**Heinrich Jonker**

Quality Systems Manager, SIG  
Building Solutions



“

*Anthesis has acted as an extension of our internal team – effectively guiding us throughout our sustainability journey, taking into account our unique business drivers, company culture, goals and objectives.*

*Their expertise and partnership have been instrumental to our ongoing progress.”*

**Alliance Data**

Former Director of Corporate  
Services

## WHY DO WE EXIST?

The world needs transformational change. But the world is getting organisational and siloed 'sustainability' projects which are failing to be delivered and create the impact we need fast enough.

Anthesis understands the inter-dependency between the components of sustainability.

We deliver differently by having a diversity of deep subject expertise, delivered seamlessly by people and tech across global value chains.

Anthesis was created to make sustainability happen for a more productive and resilient world. We don't just talk about sustainability, we activate.

“

...and

***98% of Corporate Sustainability Programs fail”***

**Bain & Company**



# 2

*things you  
need to  
know*

# 1.

Anthesis was created to make sustainability happen for a more productive and resilient world. This is our purpose and it drives all we do. It provides the answer to the WHY?

# 2

*things you  
need to  
know*

# 2.

The Anthesis Spirit defines who we are and how we do things. We have chosen to embrace a non-bureaucratic culture. This means that we see you as talent that needs to be unleashed, not a risk that needs to be controlled. This results in an empowered, agile, community-based culture. People say this can't be scaled. We disagree.



01 WHO OWNS  
OUR SHARED  
VALUES?  
YOU DO.

# RELYING ON YOU

Our ability to fulfil our purpose towards a more productive and resilient world depends on each of us.

We need to lean on our values and behaviours and trust Anthesians to do the right thing.

Our Anthesis Spirit is not a “nice to have” project, it is an essential component of our strategy and plan and this playbook sets out our approach to empowerment and the required terms of engagement expected from each one of us.

We believe that our commitment to making this work will build reserves of Trust within our business that will ensure we ourselves are resilient and productive in the opportunities and challenges of this decisive decade.

“

***What’s not negotiable are the ‘essential ingredients’ of our culture: our Anthesis Spirit and values, our purpose, our vision and alignment behind our brand”***



Our aim is to promote and nurture impact-driven growth.

Often as companies grow, they rely on ever more processes and bureaucracy to maintain discipline and control.



Avoiding bureaucracy doesn't mean 'no systems or admin at all'.

We need systems which make us more efficient, transparent and agile. But we don't want our performance to rely on systems.



We think bureaucracy & over-reliance on process stifle performance. In all we do, we seek to avoid bureaucracy.

Instead we want to unleash potential through personal and company-wide empowerment, and entrepreneurial can-do mentality.





***We don't micromanage. We want you to have the space to grow and use your own initiative. Our job is to support you to do your job...if this leads to frustration, then celebrate this. Frustration can be the precursor to innovation and activation! Much of Anthesis has been born out of frustration, especially where circumstances have attempted to stand in our way..."***

**Stuart McLachlan, Co-Founder and CEO**

02

**THE WORLD  
NEEDS AGILE:  
ANTHESIS  
WILL BE AGILE**

**AGILITY**

**Empowered to unleash opportunity.**



**EXPLORATION**



**ACTIVATION**



**SERVICE**



**TRANSFORMATION**

# EXPLORATION

## Curious Minds

We value and promote individual growth, learning and self-improvement;

We cherish unique, diverse professional expertise and life experience;

We enjoy learning from each other.

“

*I love being able to share work with other designers from different regions and schools, from which I learn new things every day and with a sense of sustainability that I wasn't aware of before joining Anthesis.”*



# ACTIVATION

## Bias for Action

We seize the opportunity to make things happen;

We understand empowerment as the permission to activate;

We're agile in finding new and better solutions for growth and impact.

“

*We all have different talents and interests; but we've all chosen to use those skills to make a change that's meaningful to us and our world. A bigger purpose creates a drive to succeed because the more we succeed the closer we come to making a change.”*





# SERVICE

## Emotional Intelligence

We get deep satisfaction from helping our clients to perform;

We value both humility and challenge as a way to serve;

We draw on our personal and collective experience in our work.

“

*There's a great pressure in professional services to act like you have all the answers, but nobody does. There is real integrity in saying 'I don't know.'"*



# TRANSFORMATION

## Pragmatic Idealists

We act with determination for real transformation;

We acknowledge the combined power of facts and imagination to drive change;

We connect thinking to create better ideas for real change.

# 99%

Anthesians feel that we have a positive impact on sustainability / CSR through the work we carry out.

*2020 All Colleague Survey*

“

*I believe that my work is positive and makes a difference, and over the years I have been evolving and believing in the values that our company transmitted.”*



03

**A COMMUNITY OF  
COMMUNITIES:  
OUR COMMUNITY  
VALUES**

**COMMUNITY**

**In unity for the good of all.**



**COMMON  
PURPOSE**



**CARE**



**COLLABORATION**



**OPENNESS**

# COMMON PURPOSE

Unity in essentials

In the non-essentials - understanding

We're inspired by our common purpose;

We commit to living out the Anthesis Spirit in our work;

We value diversity in all its forms, understanding that it strengthens our collective intelligence.

“

*For me, it is important to be part of a global network of great professionals who are committed to delivering good quality sustainability work in all continents.”*



# CARE

## Supportive Relationships

We help and support the well-being of other team members;

We act with mutual respect even when we disagree;

By practicing inclusion, we cultivate an environment of acceptance, belonging and respect for individuality.

“

*Celebrating the diversity of the organisation and recognising the existence of powerful micro-cultures/identities that people need to also connect to, is a balance that seems rare in growing people businesses.”*



# COLLABORATION

## Experts with Humility

We're flexible to help and support our colleagues;

We value interdependence, humility and challenge in teamwork;

By being more inclusive, we put the interests of our team and group before self interest to better achieve personal and company goals.

“

*Central to our 'spirit' is our non-siloed working. Anthesis is an organic ecosystem of expertise and personalities that is fluid where symbiotic relationships are sought and collaboration is our vehicle for 'activating change.'”*



# OPENNESS

## Act with Transparency

We act with truth and in transparency;

We know how to strike the balance between openness and discretion;

We take time to reflect and consider so we act before we react.

“

*I can talk to anyone in Anthesis and know we share the same underlying values. That foundation means I've never experienced hidden agendas or unnecessary bureaucracy.”*





04

**WE PLAN  
TO GROW  
SUSTAINABLY.**



## Proud to be a B Corp™

We are part of a global community of 4,000 B Corps who use the power of business to build a more inclusive and sustainable economy. Meeting the highest verified standards of social and environmental performance, transparency, and accountability.

Learn more about B Corp™



*This certification is a perfect fit for Anthesis; B Corps are companies that value purpose as much as profit. They believe that a sustainable business is a better business and can be a force for good.”*

**Paul Crewe**

Chief Sustainability Officer & Executive Director

## THE JOY OF PURPOSE

We want all Anthesians to be energised and motivated in the work they do, not just satisfied.

We believe in the power of purpose to bring us together as one team and to incentivise us to achieve what we set out to accomplish.

We are proud of the fact that Anthesians have joined the company because they have a desire to make a difference in the world.

This sense of purpose brings a deeper level of fulfilment, joy and wellbeing knowing that the work we do is meaningful and important.

“

*For a more  
resilient and  
productive  
world.”*

We know that the right solutions will be provided by positive, hopeful, and inspired people working together with the right expertise, skills, and determination.

Those are the people we want to join our team.

**People like you: ‘emancipated champions of hope.’**



# OUR ANTHESIS SPIRIT

