

KaurMaxwell

Manifesto

› Compassionate › Collaborative › Committed



01.



BE INDEPENDENT IN OUTLOOK

AND ACTION.

For us, independence is not just about our business status. It's a state of mind. It's the foundation of our clear, no-nonsense approach to law.

Our name represents the behaviours and beliefs of the people working in our practice.

KaurMaxwell stands for:



Collaboration



Compassion



Accessibility



Ambition



Transparency



Trust

02.



CREATE A FIERCE

*COMPASSIONATE
CULTURE.*

We are changing law firm culture, making it much more transparent, client-focused and positive. This is something we care about deeply and we are leading by example.

A woman with long dark hair, wearing a grey blazer over a black top, stands against a background of pink and orange geometric shapes. The text "CHALLENGING LEGAL CULTURE." is written in red, stylized, handwritten font across the lower part of her torso.

CHALLENGING LEGAL CULTURE.

Cultural change begins with our own way of working. Our approach is fiercely compassionate and collaborative:

- › We make ourselves relatable to our clients by listening actively and building trust based on transparency and accessibility
- › We provide a platform where our people can excel by nurturing and recognising their individual talent.

03.



BRING EACH CLIENT INTO

*our
community.*



**We aim to be fully supportive
of each client by bringing
them into our community.**

**This community is a complete
ecosystem.**

It's:



Transparent



Immersive



Active



Supportive

When we take on a client, we immerse ourselves in who they are and what they need. We give them dedicated, ongoing support. We build trust from the beginning, offering complete clarity, visibility and accessibility.

We look at the long-term, establishing and maintaining meaningful relationships.



04.



STAND UP FOR WHAT'S

Right.

There will be times when we need to push through, despite obstacles or opposition.

We know that to change the culture, we must be prepared to put our heads above the parapet.

We believe bridging cultural divides to deliver justice as a service is vital.



This demonstrates that the law
remains relevant to:

- › A diverse set of clients accessing its services.
- › An equally diverse set of legal professionals.



We'll advocate forcefully for
our clients and colleagues,
push back when we need to
if it means reinforcing our
essential culture and beliefs.

05.

» **KEEP COMMUNICATIONS**

*CRYSTAL
CLEAR.*

We communicate in a language that's clear and unambiguous.

We've built our practice on trusted relationships. We can only continue to grow these relationships if there's absolute clarity with every interaction and decision.

- › Clarity gives our clients confidence because they know we're keeping them in the loop and acting in their best interests.
- › Clarity ensures our people know how much we value them.

06.



PROVIDE A PATHWAY

for talent.

Maximising the potential of our people means helping each of them find an individual pathway to success.



We believe that talent aligns with personality. Our goal is to encourage and support our people on their personal career journeys by empowering them to explore and develop their skills and expand their knowledge.

Ultimately, feeding the
hunger of this diverse
collection of talent benefits
our clients, our practice and
our professional culture.



KaurMaxwell
CHALLENGING LEGAL CULTURE.