

Statement of Principles

We believe in building lasting relationships with our clients. Their goals become our shared mission.

We are committed to the highest level of professionalism and ethical conduct.

We understand that lasting partnerships must have a foundation of earned trust built through open and honest communication, transparency and abiding by the Golden Rule.

We welcome opportunities to understand our clients' cultures and ideals as this knowledge is invaluable in our quest to meet their needs.

Our clients deserve strategy development and program evaluation that is based upon sound market research.

We will be the target audiences' advocate because this means more effective outcomes for our clients.

We embrace the power of teamwork. We will engage the best skills and expertise with the goal of exceeding our clients' expectations. As Henry Ford said: "Coming together is a beginning. Keeping together is progress. Working together is success."

We will remember that our clients are invaluable experts. We promise to listen.

We know our clients work hard for the resources they entrust to us. We will be efficient and accountable.

We believe that everyone does their best work when it becomes more than just a job.

We know that it is people who create success. Every client will have the full attention of a Demeter senior partner.

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