



Introduction to our brand



“Brand lives in the mind of the customer. It is created instantly and also over time. It is hard to build and easy to destroy. Done correctly, brand can create a moment when company and customer walk in perfect step.”

–Anonymous

Why our brand matters

Our brand is a mark of trust.

For clients, it is why they choose KPMG and trust us with their most complex business challenges.

For our people, it is why they come to KPMG and spend meaningful portions of their careers here.

For our member firms, it is why they have chosen to join our network and invest in our global priorities.

For our stakeholders, it is a commitment of performance, consistency, integrity and vision.

Our brand is a promise that drives us to be our very best.

What our brand stands for

Promise

Our brand promise describes how we want the world to see us and why clients would choose to work with us.

“With passion and purpose, we work shoulder-to-shoulder with you, integrating innovative approaches and deep expertise to deliver real results.”

Attributes

Our attributes support our promise. They inspire and guide decision-making, helping us to create and deliver experiences that are unique, distinctive and compelling for our clients.

- Innovative**
- Expert**
- Results driven**
- Passionate**
- Global mindset**

The KPMG story

Our Purpose, Values, Vision, Strategy and Promise combine powerfully, helping us articulate what we stand for, where we are today and where we are going in the future.

This is KPMG and this is our story

When we unify behind our story we perform at our best.
Explore the KPMG Story. Type OURSTORY into your browser.

This is why we're here

Inspire Confidence.
Empower Change.

This is our Purpose.

This is what we believe in

- Lead by example
- Respect the individual
- Work together
- Communicate openly and honestly
- Seek the facts and provide insight
- Improve communities
- Act with integrity

These are our Values.

This is what we want to be

- The Clear Choice:
- Our people are extraordinary
 - Our clients see a difference in us
 - The public trust us

This is our Vision.

This is how we'll get there

We will:

- Drive a relentless focus on quality and excellent service
- Take a long-term, sustainable view
- Act as a multi-disciplinary firm, collaborating seamlessly
- Invest together in our chosen global growth priorities
- Continuously improve quality, consistency and efficiency
- Maintain a passionate focus on our clients
- Deploy globally our highly talented people
- Bring insights and innovative ideas
- Build public trust

This is our Strategy.

This is how we want the world to see us

With passion and purpose, we work shoulder-to-shoulder with you, integrating innovative approaches and deep expertise to deliver real results.

This is our Promise.

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