

ANNEXE 5 : 10 piliers de l'agence de communication.

- 1) **Knowledge & expertise** : we deliver insights and strategic counsel.
- 2) **Energy** : we see the glass half full.
- 3) **Critical thinking** : we question everything and don't take things for granted.
- 4) **Dedication** : we are here for you.
- 5) **Excellence & quality** : we always strive for the highest standards.
- 6) **Ethical business** : we are business savvy.
- 7) **Leadership** : we help each other shine.
- 8) **Teamwork** : we are one team.
- 9) **Proactivity** : we anticipate what's around the corner.
- 10) **Openness & trust** : we trust each other to always be open.