



ProjectiveGroup

This is what we stand for



#1 PEOPLE

"As the world becomes a more digital place,
we cannot forget about the human connection."

- Adam Neumann



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We value humanity.



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We put people first.



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A photograph of two men standing on a balcony, engaged in conversation. The man on the left is bald with a beard, wearing a grey sweater and holding a blue mug. The man on the right has red hair and glasses, wearing a light blue button-down shirt and holding a white mug. The background shows a modern building with a glass railing. The entire image has a blue tint.

We embrace people for who they are,
yet challenge them to be their best self.

We foster empowerment,
engagement & entrepreneurship.



A photograph of two women in an office environment. The woman on the left is wearing glasses and smiling, looking towards the right. The woman on the right is looking towards the left, appearing to be in a conversation. They are sitting at desks with laptops. The background shows office walls with papers and sticky notes. The image has a dark blue overlay.

We look at roles differently. All our people can have a real impact on the organisation.

#2 WORK

"We have a strategic plan.
It's called doing things."

- Herb Kelleher



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We value excellence.

Alan Turing was an early believer of AI. The reversed Turing Test, better known as CAPTCHA, is used online to determine if a user is human or not. When Alan Turing died, investigators found an apple filled with cyanide. He either committed suicide, was accidentally poisoned, or punished for his homosexuality, or some say he was poisoned by secret services for knowing too much.



We build expertise and drive change
in the financial services industry.



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We are driven by ambition,
quality and a pragmatic approach.

We get things done.

We don't deliver services,
we partner with companies.



#3 GROWTH

"Dedicate yourself to continuous personal improvement.
You are your most precious resource."

- Brian Tracy



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We value personal development.



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We are an ambitious, growing company with a scale-up mentality.



We are partners for your career.
Training, coaching & development
make up our DNA.



Your talent is our focus.



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We create opportunities
for our clients and our employees.



#4 ORGANISATION

"Great leaders find ways to connect with their people and help them fulfil their potential."

- Steven J. Stowell



We value equity.



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You're in the driver's seat of your career.
We're just your pit crew.



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We don't do pyramid structures.
We consider all bricks equal.



We look at roles and responsibilities.
We don't have performance interviews
but RUHI (Are You Having Impact) sessions.





We don't wait for opportunities to arise.
We take action and create them.



#5 CULTURE

"Diversity is being invited to the party;
inclusion is being asked to dance."

- Verna Myers



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We value happiness.



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Fun is part of our job description.



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A man in a grey sweater is leaning over a pool table, preparing to take a shot with a cue stick. The pool table is white with a dark green felt top. In the background, a modern office lounge is visible with large windows, track lighting, and several people engaged in conversation. The scene is overlaid with a semi-transparent blue filter.

The office is a place to connect.
Yes, we have a bar.

Inclusion is as important as diversity.
We foster a real sense of belonging.



We communicate
in an open and transparent way.



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REGRET IT.

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