



# Proud to be Ipsos

**Our values** and our mission

GAME CHANGERS



# A WORD **from Didier**



At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that make our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance apply to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

This document expresses the Ipsos DNA; our values and our heritage. It should give you a sense of our culture and what we expect from ourselves in our work with clients, with each other and with the wider society.

“GAME CHANGERS” - our tagline - summarises our ambition.

*Didier Truchot, Ipsos CEO & Chairman*

The **values** and  
**behaviours** that should inspire  
all Ipsos employees as we  
explore the **world**.

# Integrity

// We demonstrate the highest ethical standards and principles.

// We are independent, objective experts delivering reliable information to our clients.

// We are respectful, honest and transparent with ourselves, clients and colleagues.

// We say what we do and we do what we say. We only commit to what we can deliver.

// We value all kinds of diversity, as it reflects the wider society in which we operate.

#2

// We are curious about the world around us.

// We ask the right questions, we seek the new and unexpected.

// We love to learn, read, listen, search and research and analyse data with passion.

// We think deeply to go beyond the obvious and we take nothing for granted. We challenge how things can be improved for the benefit of Ipsos and our clients.

// We are passionate about what we do and we do it all to assist our clients to better understand people, markets, brands and society.





# Collaboration

// All of us are smarter than any of us.

// We work in diverse teams comprising clients and colleagues. Together we navigate the world towards common goals and with open minds.

// We foster a culture of continuous improvement by sharing knowledge and expertise freely and generously, and we learn from each other.

// We actively explore opportunities to work openly across our specialisations and our countries and promote internal mobility and promotions.

// We contribute to Ipsos training programmes as participants, trainers and/or mentors.

#3

# Client first

- // We put clients first. Always. We focus on long-term partnerships and we understand our clients' businesses as if they were our own.
- // We are responsible and accountable for providing our clients with the best solutions across our specialisations.
- // We go beyond the research to bring insights that enable our clients to make smarter decisions. We always have a point of view.
- // We deliver on our promises; on specifications, time, and budget. Right on time, the first time.
- // Clients' needs take precedence over other internal priorities. We go the extra mile for them.



# Entrepreneurial spirit

#5



// We are different. Our culture encourages individuals to try different, innovative ideas.

// We are motivated. We work hard and smart, and we are able to act quickly and decisively when required.

// We love a good challenge. We never give up. We are confident, tenacious and disciplined.

// We are results oriented. We spend the company's and our clients' money carefully.

// We take individual responsibility for changing the game.





# OUR heritage

Ipsos was founded in Paris in **1975** by Didier Truchot, an economist. In **1982** he was joined as Co-President by Jean-Marc Lech, a philosopher and sociologist. Didier and Jean-Marc set themselves several goals:

// To make survey-based research one of the main ways to understand contemporary society.

// To make Ipsos a strategic partner for those who want to understand the world in order to make smarter decisions.

// To develop a strong Ipsos brand around the world.

// To keep Ipsos as an independent company, run by professional researchers.

We are proud of our heritage. Both the heritage of our founder and Jean-Marc Lech and the heritage of the wide range of highly respected and professional businesses, whose leaders shared the same goals as our founder, and who have joined Ipsos on its journey.

This heritage has contributed to making Ipsos different and unique - a leader in the global research industry – with a powerful network of around **16,000** talented employees in **87** countries, more than **5,000** clients and **1.7 billion** Euros in revenue.

Read our Company Report for more information.

# OUR framework

In order to offer true expertise and collaboration for our clients' benefit and to deliver research for clients with security, simplicity, speed and substance, we have multi-specialism approach, also known as Worldwide Specialised Business Lines (WSBLs), supported by a strong network of local markets and global support functions.

**Our mission:**  
To help clients understand  
the world as it is in order to operate  
effectively and sustainably by delivering  
accurate and relevant information that is easy to use

**Our vision:**  
To be the preferred partner of our clients in our chosen areas  
of specialisation

**Our operating mode:** the Matrix

Territories/  
Countries:  
Clients and teams

WSBLs:  
Offer and contracts  
execution

Globalized  
support  
functions

**Our commitment to the future:**

- > To our clients: **The 4Ss promise:**  
Security, Simplicity, Speed, Substance • Innovation • Integration
- > To our teams: **The Home of Researchers • Open collaboration**  
Multicultural teams • Training & development • Internal promotion

**Our values:**  
Integrity • Curiosity • Collaboration • Client first • Entrepreneurial spirit

# OUR expertise & knowledge



“ There is no such thing as a silent expert”

Jean-Marc Lech



## OUR commitment to clients

We can offer our clients a unique depth of knowledge and expertise, and boldly call things into question and action.

By learning from different experiences, integrating various sources of information, working across our WSBLs and countries, we can share our perspective and be creative in proposing innovative solutions and points of view in complex situations.

We apply the test of the 4S's - Security, Simplicity, Speed and Substance - to what we do and how we do it.

This is what being *Game Changers* is about.



# OUR commitment to employees

We are proud of attracting the best talent in the profession. Curiosity, intuition and a passion for creating knowledge characterises our enthusiastic professionals. We are all fully dedicated to finding the best research solutions for our clients. We are the true Home of Researchers.

At Ipsos, we believe that the best way to motivate is to empower. We aim to set the minimum number of rules and guidelines to provide a framework within which employees can operate efficiently and flexibly. This framework is intended to motivate people to work towards their full potential, while carrying out their work in the best interests of both our clients and Ipsos.

This minimum set of principles are summarised in three documents which are known by everyone:

- // the “*GreenBook*” which is The Ipsos Professional Code of Conduct, distributed to all newcomers;
- // the “*Book of Organisation*” which defines how decisions are made and who is in charge of what;
- // the “*Book of policies and procedures*” which provides the official policies and procedures in all areas which must be followed by everyone.

Going forwards, we will put greater emphasis on career development and mobility for our talent focusing on employees who put the interests of Ipsos and our clients first, and who work co-operatively.

We all contribute to the Ipsos culture and reputation.



# Responsibility to wider society

The research industry is dependent on people – as consumers, as citizens, as respondents and as employees. We feel passionately about our wider responsibilities to society and are committed to participating in shaping the future.

Ipsos is one of the global signatories of the *United Nations Global Compact* for organisations that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

Ipsos supports over 100 charities around the world, including organisations for healthcare, education, children's welfare and the homeless. We recycle, save energy and reduce our carbon emissions wherever possible\*. We aim to have Corporate Social Responsibility projects, focusing on society and the environment, in every country where we operate. In 2014 we established *The Ipsos Foundation* to support the education of disadvantaged children.

To oversee all these initiatives and to drive engagement forward, Ipsos appointed a CSR Committee in 2014 among its Board of Directors and issues a "CSR Report" every year.

*\* In 2013 Ipsos was awarded the prestigious Carbon Disclosure Project's award for the best improvement of disclosure scores among French companies.*



**Didier Truchot**, Ipsos CEO & Chairman

For 40 years we have remained true to our mission: **to be the preferred partner** to our clients in our areas of specialisation.

This mission is supported by our bold ambition **to be Game Changers**, shaping the future of our company and assisting our clients to shape theirs.”

# Reference to other documents

Company Report (\*)

Green Book – The Ipsos professional code of conduct (\*)

Ipsos Book of Organisation (\*\*)

Ipsos Book of policies and procedures (\*\*)

CSR Report (\*)

*\* Public information available on [www.ipsos.com](http://www.ipsos.com)*

*\*\* Available on Ipsos global intranet at  
<https://ipsosgroup.sharepoint.com>*

## **At Ipsos,**

we are passionately curious about people, markets, brands and society.

**We make our changing world easier** and faster to navigate and inspire clients to make smarter decisions.

**We deliver** with security, speed, simplicity and substance.

**We are Game Changers.**

[www.ipsos.com](http://www.ipsos.com)

**GAME CHANGERS**

