

## **Our Ethic: Challenge and Change**

Knowledge-driven organisations in both the public and private sectors face extraordinary opportunities, and unprecedented challenges. The visible challenges are well recognised, and largely generic.

- The knowledge base changes at extraordinary speed, and keeping up to date is daunting.
- New ethical dilemmas multiply.
- Defining intellectual property, and finding appropriate ways of exploiting it, redefines the character of research.
- Mobile computing and communications technology forces innovation in working practices.
- Public concerns grow about the risks of research, while demands for more effective, safer, cheaper products and services have never been greater.
- Markets are increasingly global, and increasingly volatile.
- Regulatory demands increase in level and complexity year by year.

In seeking to meet visible challenges, organisations may neglect, or not even seek to identify, the invisible challenges they pose themselves, in their structures, cultures and patterns of communication. Aleff Group's expertise lies in identifying and solving them. That means finding what to change, and changing it.

### **Languages and Cultures**

AleffGroup works routinely in a number of major languages, including English, French, Arabic, Spanish, German and Italian. The Group sees cultural diversity as key to the preservation of valuable knowledge.

### **A Partnering Approach to Products and Solutions**

In Europe and the United States, Aleff Group clients include large corporations, government bodies, reference organisation and professional associations. They share a common wish to respond imaginatively, but concretely, to a recognised need for change in accomplishing their missions.