

# Our Strategy

continued

## Our vision is to be the world's best infrastructure consultancy and we have a clear strategy to achieve this.



### What we do

Plan, Design, Enable is the simplest articulation of what Atkins does for its clients.

**Plan** – The challenges facing our clients are multidimensional, often because of the increasingly complex modern environment. From cost and risk planning, feasibility studies and logistics to impact assessments and stakeholder engagement activity, we plan every aspect of our clients' projects.

**Design** – Atkins designs intellectual capital such as management systems and business processes. We also design physical structures such as office towers, schools, bridges and highways. Whatever we design, we always apply passion and creativity combined with rigorous quality standards.

**Enable** – Our clients choose Atkins because they want to focus on their core operations. They trust us to look after the management of projects, people and issues – ensuring that deadlines are met, costs are controlled and success is delivered.

### Vision

Our vision is to be the world's best infrastructure consultancy.

**'World's'** means that we will develop deep local expertise in certain targeted geographies. We aim to be recognised as the best infrastructure consultancy in our chosen geographies because of the projects and service we deliver. We will not be global, with offices everywhere, although our multi-national reach will be extensive.

**'Best'** means that we will be close to our clients, anticipating their needs, developing long-term relationships and winning repeat business. We aim to help answer questions our clients don't know they need to ask. We will help them to define those questions. Our values will govern the way we carry out our work – with integrity and respect, always striving for excellence. We will not necessarily be the biggest or broadest – although this may be one consequence of our success.

Our skills lie in the expansive area of **'infrastructure'** – the wiring of society – encompassing buildings, transport and utilities (including power and water), as well as work for national and local governments and other industrial clients. The social and environmental framework, combined with our social policy planning skills, is also important; it is essential that we view all of our projects in the context of the communities in which they will be undertaken.

**'Consultancy'** means that we will operate a business based on selling advice and expertise. We are not a developer, construction company or generalist outsourcer. We do, however, have the financial status and commercial skills to successfully engage in the wide variety of contract forms that clients increasingly demand.



For more information  
about what we do visit  
[www.atkinsglobal.com/showcase](http://www.atkinsglobal.com/showcase)