

**PRESS RELEASE**

8<sup>th</sup> July 2016

**Huthwaite International joins world's top firms as founders of major consultancy industry initiative**

**Friday 8 July 2016:** At a ceremony in London yesterday, [Huthwaite International](#) became a founder signatory to the Management Consultancies Association's "Consulting Excellence" scheme. The MCA initiative is part of the Association's drive to promote the professionalism and standing of the industry, and to enhance its reputation of a major contributor to national and international economic success.

Consulting Excellence is based on nine Principles, which fall into three headings: Ethical Behaviour, Client Service & Value, and Professional Development.

Founder signatories, besides Huthwaite International, include such leading firms in the global consulting industry as Atkins, CSC, Deloitte, IBM, Capita, Mott MacDonald and Thales.

Huthwaite International CEO Tony Hughes said: "The 'Consulting Excellence' initiative will be good for our clients, good for the consulting industry, good for our employees and good for Huthwaite. Many of the principles will simply be reinforcing what good firms do every day – but by enshrining it in a charter, asking member firms to appoint 'Consulting Excellence Champions' and running a variety of activities to promote observation of the principles, the MCA is ensuring that this is seen and heard by the people who have the power to shape the industry for the future.

MCA President Howard Tollit said: "As the consulting industry adapts quickly to meet new needs and expand into new service areas, it is more important than ever that all our best firms identify, strengthen and promote their good practice in these areas. These are the core consulting skills and qualities that bring us together as an industry and enable us to continue to deliver value to clients and the wider economy."

Full details of the Consulting Excellence principles are available at

<https://www.mca.org.uk/news/press-releases/consulting-excellence-marks-step-change-for-world-leading-consulting-industry/>



*(From left to right) Howard Tollit, MCA President; David Freedman, Associate Director Huthwaite International; Alan Leaman, MCA Chief executive)*

**Ends**

**Notes to editors:**

For further information, or to speak to Tony Hughes from Huthwaite International, please contact Ed Parshotam or Amy Murphy at Tungtree Communications on 020 7580 7025 or [edward.parshotam@wearetungtree.com](mailto:edward.parshotam@wearetungtree.com) / [amy.murphy@wearetungtree.com](mailto:amy.murphy@wearetungtree.com)

**About Huthwaite International**

Huthwaite International is best known as the creator of SPIN<sup>®</sup> Selling – helping salespeople in all countries and most languages to improve their performance. Companies worldwide trust UK-based Huthwaite International, as a leading behavioural change consultancy and owner of the SPIN<sup>®</sup> trademark in over 50 countries, to deliver measurable results through its research-based models.

The company provides innovative skills training and advice for progressive individuals and organisations in sectors such as IT, financial services, healthcare, telecoms, manufacturing, legal and professional services. It has a client list of thousands of companies worldwide and trains some

14,000 people each year.

Besides the SPIN<sup>®</sup> Suite, Huthwaite International offers training and reinforcement based on its own original research models in negotiation skills, communication skills, customer service skills. Established in 1974, Huthwaite is headquartered in Wentworth, South Yorkshire and handles international projects through its national offices or associated companies throughout Europe, USA, South Africa and Asia Pacific. The company has won two Queen's Awards in 1999 and 2008 for International trade.

For more information on Huthwaite's cost-effective services and solutions, please visit [www.huthwaite.co.uk](http://www.huthwaite.co.uk).