

OUR VISION

To become the Number 1 Independent Financial Advisers to Dentists in the UK

Our Values

At Essential Money, our culture and values are important to us. We believe that they make Essential Money a better and more productive place to work and that they will enable us to achieve our Vision. The values embody what we believe in, what it is like to work here and the kind of people we would like to work within our company. Our values are:

Work hard, Enjoy It

Be Smart

We believe that being smart gives us a competitive edge.

Being smart is about how we think, act and look, and about being open minded to new ways of doing things.

Be Straight

We believe that being upfront and honest about who we are, how we are doing, what we deliver and how we do things will build trust and respect.

Being straight is about saying what we mean and doing what we say.

Be Brave

We believe that being first and doing new things is a competitive advantage.

Being brave is about taking calculated risk, having the courage of our convictions, making difficult decisions and sometimes about asking for forgiveness rather than permission.

Be Positive

We believe that being positive in our work will make us easier to deal with, our jobs more enjoyable and deliver better business results.

Being positive is about our attitude, our enthusiasm and our approach.

Be Proud

We believe that everyone at Essential Money should feel pride in who we are and what we do.

Being proud is about how we represent our company, how we uphold our values and how we feel to belong and work at Essential Money Limited.

Be Generous

We believe that being generous of spirit in how we approach working with each other will encourage the collaboration needed to deliver our goals.

Being generous is about our team working, our listening skills and our mutual understanding and respect. It is about valuing ourselves, our customers and each other.

Get Involved

We believe that by taking personal responsibility for our actions and getting involved as individuals and team members, we will realise our full potential.

Getting involved is about 'doing it', 'getting on with it', and about people recognising the power of their individual contribution and the difference they can make.

..... It Matters!