



Wilson & Wilbur

Modernizing Expert Advice



Business Principles

At Wilson & Wilbur we are committed to conducting our business with integrity, professionalism, and a commitment to excellence. Our principles guide how we operate, shapes our culture, and defines our interactions with clients, employees, and stakeholders.

Integrity and Ethics at the Foundation

- We conduct our business with honesty and transparency by striving to provide accurate and truthful information.
- We adhere to ethical standards in all aspects of our business by respecting confidentiality, avoiding conflicts of interest, and acting with fairness and respect.

Clients at the Centre

- We are proud to serve our communities and clients and put them at the centre of everything we do. We are dedicated to understanding their needs and providing tailored, high-quality advisory services that add true value.

Excellence and Professionalism

- We strive³ for excellence in every aspect of our work. This is why we take the time to identify the right experts that would provide the most value in each project. Our services are delivered with expertise and the interests of clients in mind.
- We understand that the world is moving at a fast pace; as such, we are committed to continuous learning and improvement. We regularly update our skills and knowledge to ensure we offer the most forward-thinking and effective solutions.

Business Principles

Respect and Inclusivity

- We believe that each employee has unique experiences that must be heard and respected. We foster an inclusive work environment. We value diversity and treat all employees, clients, and stakeholders with respect.
- We promote a culture of collaboration and teamwork, recognizing that our collective efforts lead to the best outcomes for our clients.

Social Responsibility and Sustainability

- We are committed to making a positive impact on society by carefully choosing the type of projects we support. We strive to support initiatives that contribute to the well-being of our communities and the environment.
- To support the energy transition and sustainability practices, we carefully select sectors and projects that aim to embed sustainability practices in society. We also adopt sustainable practices in our operations to minimize our environmental footprint.

Innovation and Adaptability

- We embrace innovation by continuously staying up to date with the latest evidence related to the services we provide and industries we serve. We also understand that some clients are at different stages of innovation.
- These principles are the foundation of our advisory firm's operations, processes, and interactions. They reflect our commitment to ethics, client satisfaction, and excellence. We expect all employees, partners, and stakeholders to uphold these principles in their daily activities and decisions.

**For more information, please
contact us**

info@wilsonwilbur.ca