Building a better working world
When business works better, the world works better.

How do we build a better working world?

We start with the world that matters most to you.

The world of your business, your customers, your career, your family, your community.

The things that affect you and the things you affect.

One step at a time.

One insight at a time.

To solve one problem.

And then the next, and the next, and the next.

Until soon, the world of business is working better.

Because when business works better, the world works better.

How do we help to create better?

By inspiring trust in the capital markets and helping to keep them flowing.

By working with governments and business to foster sustainable, long-term growth.

Enduring growth.

By encouraging the development of the people who are – and will be – the builders, the visionaries, the achievers.

Because people are the solid foundation for a better working world.

We’re making it our purpose to help build a better working world.

Starting with yours.
Dear colleague,

EY has a proud history that stretches back more than 150 years. Over that time, we have forged our reputation based on quality, trust and integrity. As we implement Vision 2020, we are building on our history and our reputation to create our future – to become a US$50b distinctive professional services organization, with the best brand in our profession, by 2020.

As we created Vision 2020, it became clear that a sense of purpose ran strongly through our organization. When we looked at the work we do for clients, and what motivates all of us each day, we could see that everything we do contributes to building a better working world.

Since we started to talk about our purpose the reaction has been overwhelmingly positive. It has motivated and aligned us, and we are having profound conversations with our clients and people around the world.

So, from 1 July 2013, Building a better working world will serve as both our purpose and our tagline, becoming central to our brand. At the same time, we are taking the opportunity to simplify our brand name and redesign our logo. From 1 July we will be called EY. Shortening our brand name will provide consistency and ease of use for EY practices and clients around the world. We have also redesigned our logo, taking the opportunity to reflect our brand name clearly in the design.

Our new brand name, logo and tagline demonstrate clearly, boldly and self-confidently who we are, and reflect the traits we need to have the best brand in our profession.

Yet as important as they are, our brand name, logo and tagline are just symbols – there to signify something deeper. We build our brand every day through everything we say and, more importantly, do. Our brand lives in the minds of our clients, past, present and future, our people, and our communities. Through living our values, which remain the bedrock of our culture, each of us helps to build greater trust, making the working world better for our clients and for our colleagues. If we do so, then our Vision 2020 ambition is within reach.

Best,

Mark A. Weinberger
Global Chairman and CEO
We start with the world that matters most to you.
Building a better working world: how we got here

The turmoil of the financial crisis and the “new normal” requires businesses to be focused on where they are going, how and why. As we worked to create Vision 2020 it became clear that EY’s purpose, although up to now unwritten, was always present. Running through our organization is a strong sense of obligation to serve a number of different stakeholders who count on us to deliver quality and excellence in everything we do. Our purpose is to build a better working world.

We want to use our global reach and scale to convene the conversation about the challenges facing economies and the capital markets. We want EY’s services to help build trust and confidence in the capital markets for the benefit of our people, our clients and our communities.

EY has a culture of global high performance and a relentless focus on exceptional client service. Our clients tell us time and again that they value us most for our ability to bring teams together that are insightful, connected and responsive to their needs.

Building a better working world is what we have been doing for more than 150 years.
The things that affect you and the things you affect
Our purpose

Building a better working world

EY is committed to doing its part in building a better working world.

The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over.

We develop outstanding leaders who team to deliver on our promises to all of our stakeholders.

In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

Our ambition

By 2020 we will be a US$50 billion distinctive professional services organization.

- We will have the best brand.
- We will be the most favored employer.
- We will be #1 or #2 in market share in our chosen services.
- We will have leading growth and competitive earnings sufficient to attract and retain world-class talent.
- We will have positive and strong relationships with our stakeholders.

Our strategy

How we will get there

Relentless focus on winning in the market
- Deliver exceptional client service.
- Maximize opportunities in markets and services.

Create the highest-performing teams
- Attract, develop and inspire the best people.
- Commit to a culture of world-class teaming.

Strengthen global, empower local
- Press our global advantage.
- Empower local teams by enabling their success.

Our positioning

What is our point of competitive differentiation?

The highest performing teams, delivering exceptional client service, worldwide.

Our quality and values

Running through everything are our shared values, which inspire our people worldwide and guide them to do the right thing, and our commitment to quality, which is embedded in who we are and in everything we do.
At EY, building a better working world has always been our purpose, even though we’ve only recently committed it to paper. We know that a better working world is a lofty goal, but we take a practical approach. We help our clients, our people and our communities one project at a time. We solve the problem in front of us and move on to the next. Over time, the whole working world works better.

In a better working world trust increases, so capital markets are strong and investors make informed decisions. Businesses grow sustainably, employment rises, consumers spend and governments invest in their citizens. More than just growth, a better working world harnesses and develops talent in all its forms and encourages collaboration.

We understand our obligation to look beyond our self-interest and engage with the world. We use our global reach and our relationships with clients, governments and not-for-profit organizations to create positive change. We do this through what we say, how we act and through the conversations we help convene.

Every day, every EY person is part of building a better working world – for their clients, their families, their communities and themselves. We believe that everything they do – every audit, every tax return, every advisory opportunity, every interaction with a client or colleague – should make the working world better than it was before.
What's in a name?

A global brand needs a distinctive, confident and globally consistent brand name. The legal names of our local member firms will remain the same – but we will use the brand name, EY, worldwide.
Our new logo
A brand is far more than just a logo, but the new name provides the opportunity to make our visual identity clear, consistent, confident and contemporary.

Our new tagline
We are making our purpose, Building a better working world, our tagline. It expresses what we have always worked toward. It is the answer to the question “why” we do what we do.
When business works better, the world works better.
What does it mean for our stakeholders?

We hope that our purpose will inspire all of our stakeholders to think and act differently. We want to stimulate more aspirational conversations about the future, leading them to bigger and more ambitious conclusions. We hope it will inspire them to think about the long term, and to engage us to help them find their solutions. So far, the response has been even better than we could have hoped.
Starting with you

You are our reputation.
In a service business, people are the brand. The results you deliver and the experience you provide to clients, every day, builds the value of our brand. It’s in everything you do, day to day, challenge to challenge, and it all adds up.

Our research and external studies prove that when our people are most engaged and living our purpose and positioning, our brand is viewed most favorably by the market. Our 167,000 people doing this every day, all around the world, means we can attract the best clients and hire the best people. It also means we can continue to reward and develop our people too, retaining the best talent, and ensuring that they continue to be EY advocates long after they have gone. When all this happens, we see dramatic results. We are seen to be a better employer, and we and our clients have a better world to work in.

We are this brand.
Now it’s up to us to continue to deliver it.
The journey starts here

Four changes you’ll see

1. New name
   Until recently, we were called Ernst, Ernst & Young, and E&Y. Now our brand name is just EY. So much simpler for everyone.

2. New logo
   The logo is bold, clear, self-confident and contemporary. Just like us.

3. New tagline
   Building a better working world is our purpose, and we’ve made it our tagline. This keeps it at the forefront of all our communications.

4. New beam
   The beam is now simpler, and will be more consistent and recognizable wherever it is seen.
About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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