

THE KRP CULTURE CODE

Knowledge, Relationships, Possibilities

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To Know, But Don't Know
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WAIT!

This handbook is not designed
to tell you what to do.



If you're looking for:



How to book
vacation



When the office
opens everyday



What to do when
you're sick

then you're reading the wrong book (just connect with HR).



**Let's
Begin!**



WHAT IS CULTURE?



We are defined by more than our services.
We're a culture.

So what is it?

CULTURE

Cul ture | 'kəl-cher
noun

It's a set of shared achievements.

It's an attitude.

It's our customs.

Our values.

Our arts.

And all the other manifestations of human
intellect.

It's our collective.

We are not just

ACCOUNTANTS



We are

KRP

WHO WE ARE

We are defined by more than our services.
We are defined by what we stand for, what
we believe, and why we do what we do.

Our **purpose, vision, mission,**
values, and **brand promise,**
make up the foundation of who we are.





PURPOSE

Our purpose is to
empower people to reach
their full potential.

VISION

To provide first-class capabilities focused through a local lens.





MISSION

KRP's mission is to establish deep relationships with our people, clients, and community through excellent service, personal connections, superior knowledge, and forward-thinking innovation.

VALUES



Accountability

We are personally responsible for delivering on our commitments.

Advancement

We focus on deliberate and sustainable growth for our people, our company, and our clients.

Empathy

We show care and concern for others. We uphold the highest standards in all our actions.

Intention

We are purposeful and deliberate in everything we do.

Openness

We communicate openly and honestly.

Uniqueness

We celebrate and encourage individuality over conformity.

BRAND PROMISE

We provide **Knowledge** to instill confidence.

We develop **Relationships** with our people, clients, and community.

We redefine **Possibilities** based on our commitment to creativity.





**WHO
YOU ARE**

ENTREPRENEURIAL SPIRIT

You apply self-efficacy with a bias for action.

You leverage market insights for growth.

You act as a Brand Ambassador and generate revenue or bring new talent to the firm.



ACHIEVEMENT ORIENTATION

You execute and deliver results.

You bend but don't break in
the face of challenges.

You flourish in high-pressure
environments and strive for
peak performance.





CUSTOMER CENTRIC

You establish deep relationships
with our clients and community.

You cultivate a holistic client
ecosystem, spanning employee,
client, and community
stakeholders.

LEADERSHIP



You foster the growth of
self or others.

You align talent development
with KRP goals.

You hold yourself accountable
and never take credit for
other's work.

You coach and mentor
others, even without a title.

COGNITIVE ABILITY

You assess and solve complex problems in turbulent business environments.

You triangulate different perspectives and identify win-win solutions.





DIGITAL MINDSET

You leverage technical skills
and digital tools in the service
of KRP's strategy.

You take ownership to
understand and adapt to
emerging technological
threats.

Imagine if **EVERY** employee
embodied these competencies



We hire, pay,
bonus, and
promote
GREAT talent
on our team



WE'RE HERE TO WIN

**And will coach you
along the way**





Why do we care about
**HIGH
PERFORMANCE?**





In procedural
work, the best
are 2x better
than the average



In creative work,
the best are
10x better
than the average



Great Workplace
=
Great Employees

WHERE WE WERE

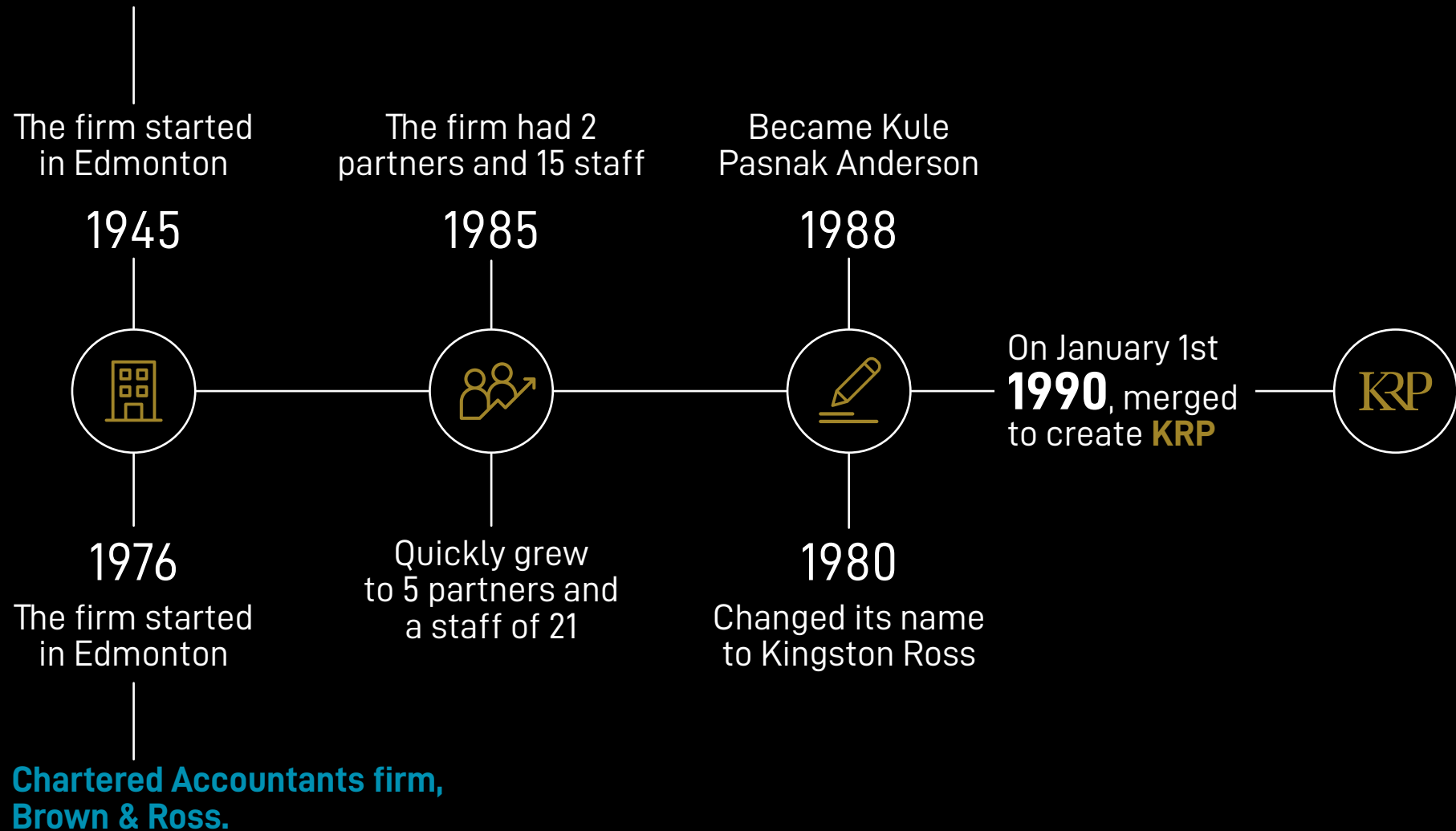
History of Kingston Ross Parnak LLP

We come by our entrepreneurial spirit honestly. Our history shows grit, growth and a lot of hard work to get us to where we are today.



Chartered Accountants firm,
Kule Peach & Co.

It Looked Something Like This





150+
Employees



15
Partners



4000+
Clients



**BIGGEST
CANADIAN
MEMBER OF**



A worldwide affiliation
of independent
accounting firms
with over 400
offices across
the world

WHERE WE ARE

WHERE WE ARE GOING



CLIENT FOCUS



INVEST IN
INNOVATION &
OPTIMIZATION



DEVELOP OUR
PEOPLE

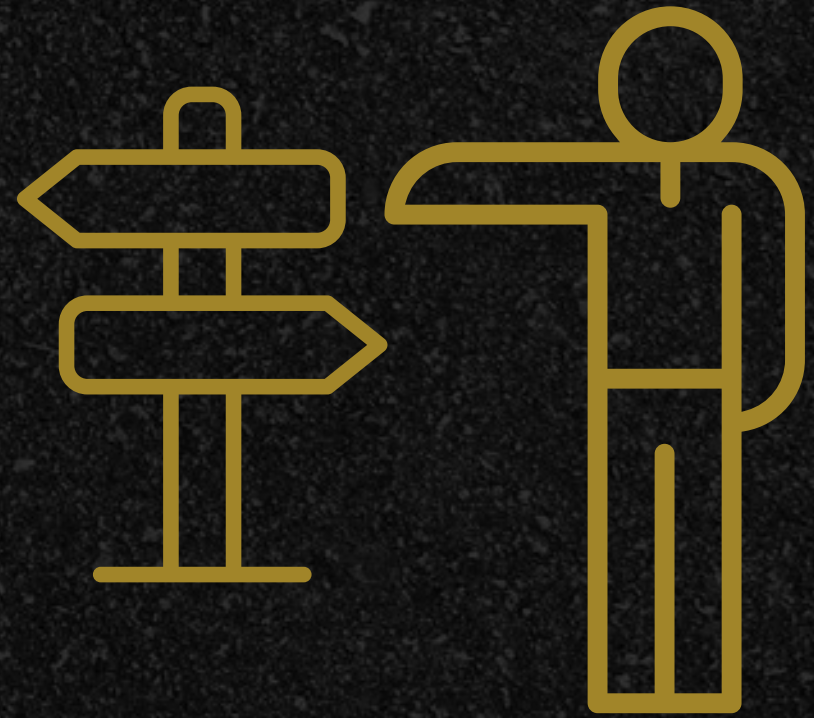


ENHANCE OUR
BRAND



EVOLVE OUR
SERVICES

YOU
ARE
HERE

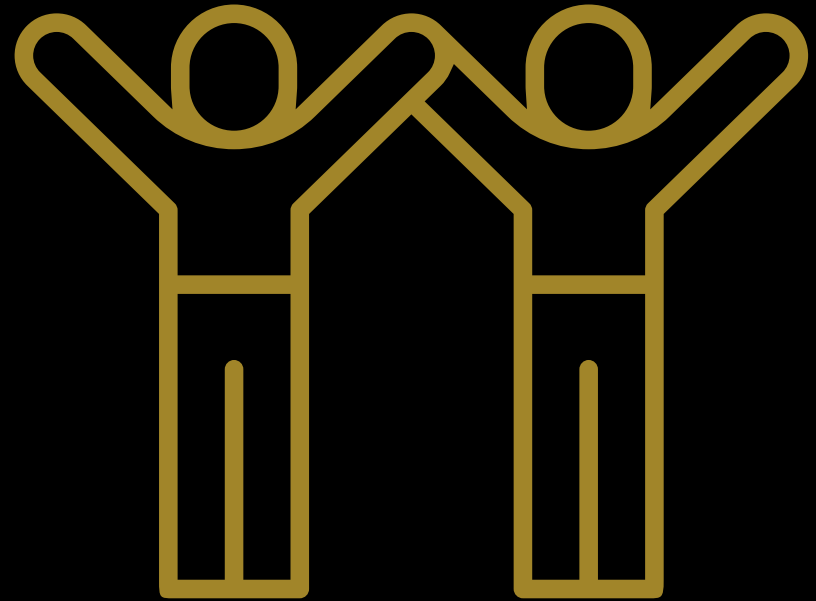


**NOW
WHAT?**

LIFE @KRP

Like any great team

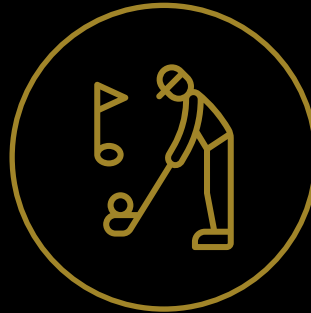
we **work hard**
but
play hard too



At Work



KRP
Olympics



Golf
Tournaments



Donut
Days



Team
Lunches



Baseball
Games



Pop-Up Employment
Events

We're More than our Work

we're pretty dope too



1 of us
raises bees



1 of us was
an extra in the
opera Carmen
in Japan



A few of us
are dancers



1 of us
is a pilot



5 of us
played varsity
Volleyball



1 of us won the
manners award in
elementary school,
thank you for asking



Between us
we have over
77 tattoos



1 of us
has mad
saxophone skills



1 of us
can run a
sub-3-hour
marathon



At least **3** of us
like winter
more than summer



At least **6** of us
drive motorcycles



1 of us
won a Chess
Award in Italy



1 of us
found and restored
the same car we
drove in High School



1 of us
could definitely
win a cake-baking
contest



1 of us should
probably start a food
blog because we
kill it in the kitchen



1 of us can tell you
what day of the
week a random date
in the future will be



At least **2** of us
crush deadlifts



1 of us
plays the Tuba



1 of us
learned to play
Hockey at the
age of 40

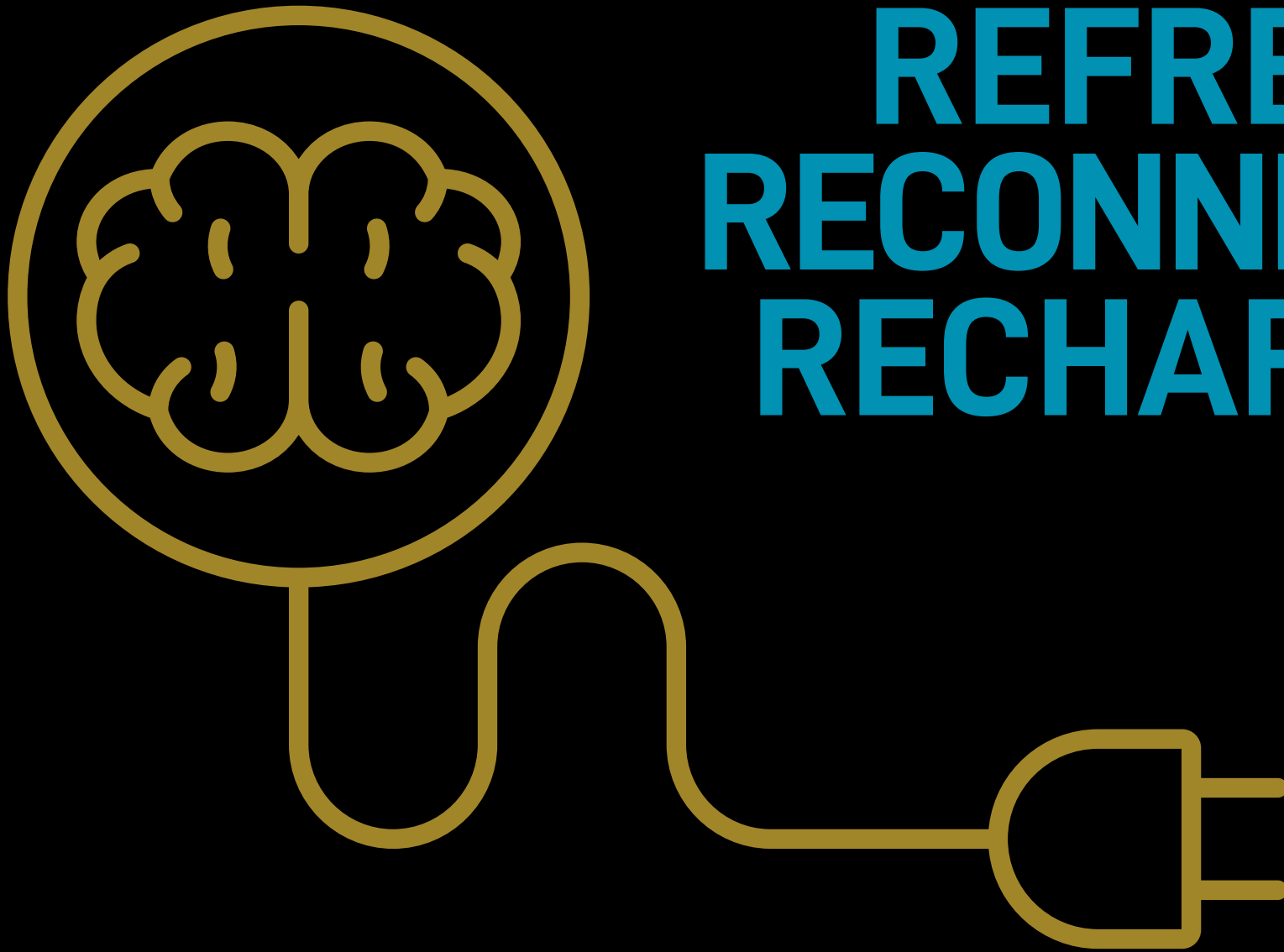


Some of us
don't golf



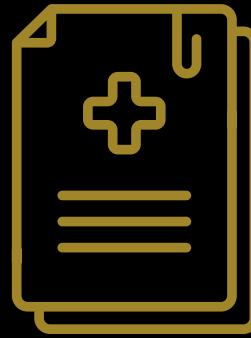
1 of us drank snake
blood and ate a snake
heart (and, surprisingly,
is NOT a vampire)

**REFRESH
RECONNECT
RECHARGE**





3x Weeks Vacation
(Minimum)



10 Paid-Days-Off
(Sick + Personal)



Office Closure
(Winter Holiday)

**THINGS YOU MIGHT
WANT TO KNOW,
BUT DON'T KNOW
HOW TO ASK**





How do I dress?

Dress For Your Day.



How often are performance reviews held?

Work is fluid. So is feedback.



Can I work from home?

Yes! Depending on your role and our business cadence, we offer flexible days away from the office.



Who is eligible for benefits?

Full-time, permanent employees.



When do people take lunch?

There is not a designated lunch time – take it when you want.



Can I bring my dog to work?

Not unless they can complete a Compliance.

HEALTHY MIND + HEALTHY BODY

- On-site fitness room
- Inkblot partnership
- Pop-up wellness events
- Snacks during tax season
- 20% off membership @ City of Edmonton fitness centers
- Spontaneous laughter



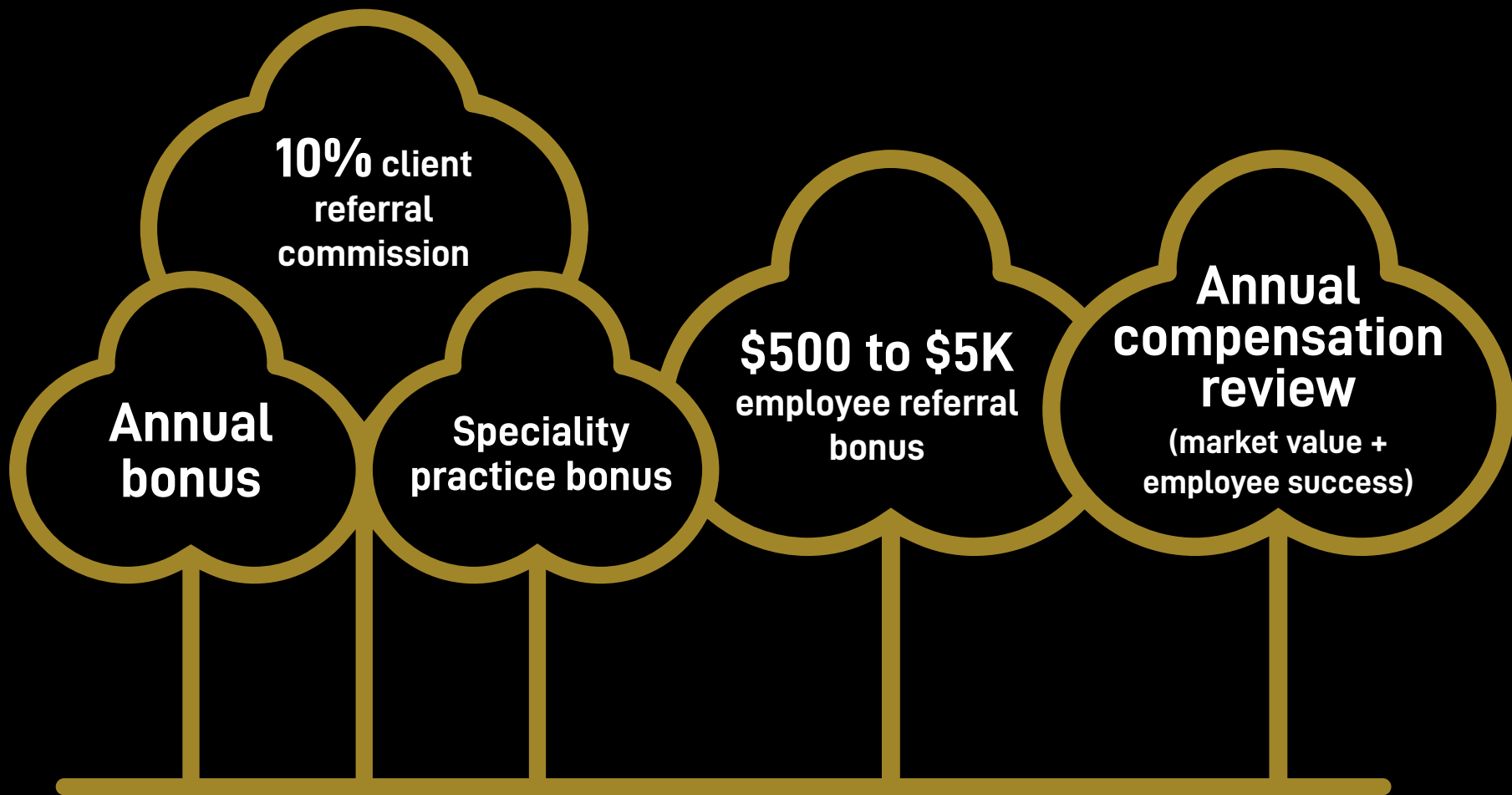
- Extended health, dental, and vision care
- Short term & long-term disability
- Life insurance, critical illness, and AD&D
- Employee assistance program
- Paramedical services (i.e. massage)
- Health spending account



**LIFE IS SHORT
TAKE CARE OF YOU**

LET'S TALK ABOUT PAY





We develop people by giving them the
OPPORTUNITY to develop
themselves

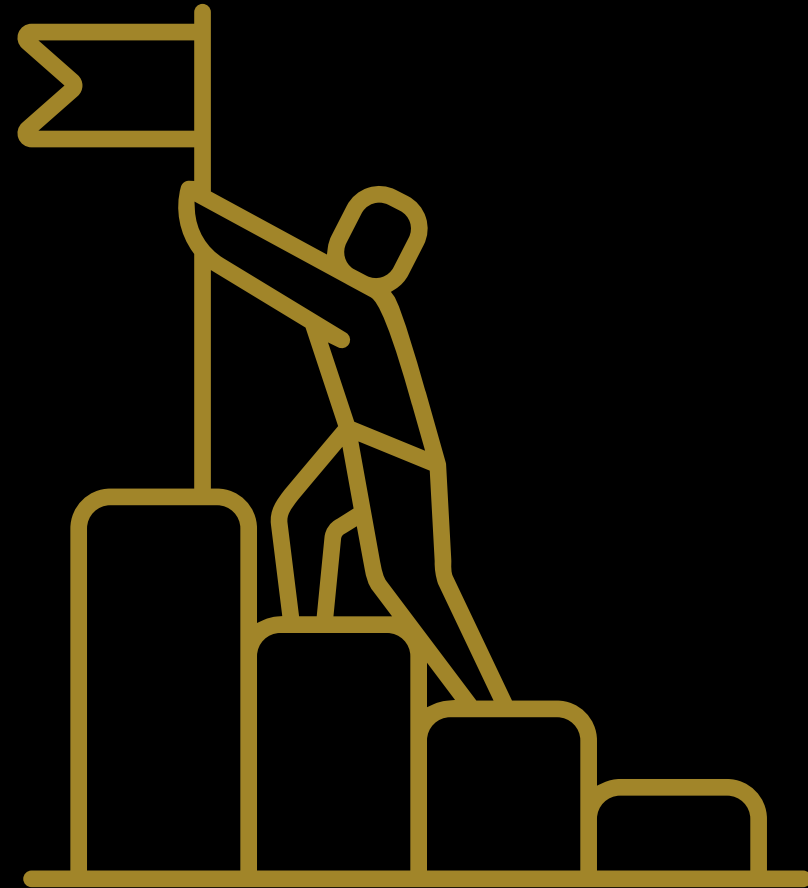


Some people will have extraordinary career growth at KRP.

Some will rise to become leaders of the Firm.

Some will rise to become leaders of people.

Some will rise to be experts in their field – as individual contributors.





EVERYONE HAS A PLACE

And, progress means something different to all of us.



With great **SUCCESS** comes great **RESPONSIBILITY**



Confidentiality, professional ethics, and conduct at a Client's Office – is critical.

Speaking of responsibility, it's on all of us to cultivate a culture of belonging.



To think different, we need to be

DIFFERENT

To compete, we need to

DIVERSIFY

BE UNIQUE

Be an individual.
And bring your full-self
to work everyday



SO, TO RECAP...

WE LIKE PEOPLE THAT SHARE OUR VALUES



Accountability



Advancement



Empathy



Intention



Openness



Uniqueness



You will ask us:

where are we going?

We will ask you:

where will you take us?

Let's be kind with one another and
enjoy the journey together

**WE BELIEVE WE ARE
IN THIS TOGETHER**

KRP IS NOT PERFECT

And, when you join KRP,
you won't be perfect either.

It's okay.





**FOR NOW, WE'RE
GLAD YOU'RE HERE**



WELCOME!