



WE'RE IN IT TOGETHER

OUR VALUES

Our values are the vital guiding principles of our firm – They attract like-minded people to us and weed out those that don't fit.

They define who we are as people; what makes us tick, what drives our passion, what's at our core. This, is Cooper Parry.

BE BRAVE

We're adventurous. We experiment. We dare to try new things with little fear of failure. We take tough decisions, push back and always challenge the status quo.

PLAY ALL IN

We dream big and imagine the unimaginable. Filled with passion and energy we have an inner hunger to move fast and always place big bets. Our irrepressible enthusiasm gets things done.

KEEP LEARNING

We're passionately curious and thrive on change. We never stop growing, always questioning, always adapting, always stretching – Our capacity to grow knows no boundaries.

BE NICE

We're authentic and real. We show humility and vulnerability with no bitching, moaning or groaning. Acting with integrity we take responsibility for past actions, admit mistakes and fix them.

But above all, remember:

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All for one and one for all. Celebrating every success, big or small. There's no place for egos, politics or silo thinking. We search for and apply the best ideas – and share knowledge – regardless of the source. We treat the business as if it's our own because we care deeply about CP. It doesn't matter who you are – just what you do!