

The Platform Way

Our core practices that define the behaviors and mindset expected of every teammate. They guide how we treat clients, colleagues, and partners, and how we represent Platform across Canada.

Lead with Humility

Approach every relationship with respect and gratitude. Continuously earn the trust of clients, teammates, and communities.

Own The Outcome

Own what you are accountable for, end-to-end. Take pride in follow-through, acting with integrity, and doing what's right – even when it's hard or inconvenient.

Act Decisively

Act with urgency, ambition, and a continuous-improvement mindset in pursuit of better outcomes for clients – grounded in sound judgment and long-term thinking.

Embrace Simplicity

Eliminate unnecessary complexity so our clients and teams can focus on what matters.

One Platform

Champion collaboration and unity across Platform. Break down silos, show up for your teammates, and help clients, partners and communities thrive together.

