

# Organization Character Award Nomination

**Company Name:** Porter Keadle Moore, LLP

## **INTEGRITY**

The most principle virtue of the CPA profession is integrity. Integrity is at the heart of what we do. At Porter Keadle Moore, LLP (PKM), not only do our associates adhere to a strict code of professional standards as set forth by the American Institute of Certified Public Accountants over 100 years ago, but our firm also promotes the demonstration of integrity in our associates' personal lives. Throughout the year, associates at all levels of the organization are mentored and coached on integrity and leadership through day-to-day partner example and firm-sponsored participation in development and leadership events. PKM's integrity is further displayed in the firm's client acceptance process. While obtaining new clients is core to the livelihood of every business, PKM is very selective of the clients with whom we work. The firm strives to obtain only high integrity clients that share PKM's moral and ethical practices. Because of this, our clients are chosen based not on their revenue potential, but instead the ethical soundness of their organizations' management team. This process is so important to the firm that new clients are discussed at-length monthly. PKM's communal client acceptance process provides a means for any of the firm's seven partners to veto the acceptance of an organization as a new client of the firm.

## **RESPECT**

At PKM, we believe that if you do the right thing, it will come back to you. To us, doing the right thing means respecting associates and being flexible to meet each individual's unique needs with appropriate, tailored solutions. To achieve this, PKM employs an open door policy that ensures that all partners are approachable and accessible. The firm also stresses the importance of healthy life/work balance. While business is important, we strive to maintain and improve the well being of our associates and their families. An example of this is evident in the recent departure of a senior-level associate. Despite the fact that the firm is short-staffed in the senior-level area, PKM encouraged the departure of one of its best performers for the betterment of the associate and his family. PKM compromised its own needs and helped the associate find a work environment that better suited his young, growing family. The nature of our profession relies on a task-based teamwork approach toward client service. The firm works diligently to keep our seasonal deadline oriented environment from becoming high-stress and adversarial. Respect and teamwork are needed to meet and exceed client expectations.

## **RESPONSIBILITY**

At PKM we take our duty of responsibility to the highest level. Not only do we exhibit responsible behavior within our firm at the project, team and organizational level, but also at the civic and community level. Giving back to those that helped us succeed is a core value at PKM. The firm's associates are guided by a group of individuals that set superior examples in this area. Actively involved in collegiate, civic and religious activities as volunteers and/or paid experts, the PKM partners and staff go above and beyond to help those around them. For over 15 years, PKM has been a corporate sponsor of the Atlanta Children's Shelter.

Associates elect to have money withheld from their paychecks, which is matched by the firm to buy gifts for the shelter's holiday store.

This store allows the underprivileged to purchase holiday gifts for their families with dignity by making items available at discounted rates as opposed to free. The firm and its associates have also been actively involved with the Partnership Against Domestic Violence for over three years, supporting the program through volunteerism, and attendance at events such as the organization's Hearts for Hope Gala. Other charitable and volunteer activities include, The Empty Stocking Fund, Georgia Center Against Pre-Teen Pregnancy, Hands on Atlanta, the Wise Center and Junior Achievement to name a few.

### **Story Related as an Illustration of This Organization's Leadership Character**

Following is a story that demonstrates the moral excellence for PKM. We like to think that our firm's moral excellence is an attribute that distinguishes us from other organizations. Not many organizations of our size would have the forethought to sacrifice a portion of its profits to aide an associate in need. Although the exception, not the rule, when one of PKM's associates became ill and was absent from work for approximately six months, the firm kept the associate on as an employee and paid her a full salary during her absence and recovery.