



MSIL Strategy:

5 Areas - 8 Point Plan

COVERAGE

- TOP 10: Regions, Countries & Financial Centres
- Close-knit member firms working together regularly

CLIENT SERVICE

- Highest level of quality in all our work
- Common quality standards

BRAND

- Integration of Vision, Mission & Values
- Brand recognition

BUSINESS DEVELOPEMENT

- Increasing client opportunities with emphasis on larger clients

SUPPORT

- Central support and resource