

While the company's vision and values have largely remained the same over all these years, change and adaptation is also at the heart of what we believe in. Here is a list of 10 ways in which the company has changed since 2006...

### **1. The global recession highlighted the need to control costs**

The wider economy has seen the most significant change during this period, making it important to ensure everything we spend is necessary and worthwhile. It has also reinforced the need to make sure that our client solutions demonstrate excellent value for money – presenting a clear business case with obvious tangible benefits.

### **2. Company aesthetics**

While we have retained our original logo, our strapline has evolved from 'Achieving Success Together' to '[guaranteed to make a positive difference](#)'. Along with our core services evolving and being refreshed, many of our internal processes have been streamlined. We have also refurbished our company office in a move towards a more 'paperless' working environment.

### **3. Less administration support**

Advancing technology and communications allow for consultants to create their own documents and undertake more of their own admin, making for more efficient working.

### **4. Email/communication expectations raised**

Technological improvements have also made it easier and quicker to respond to key communications – with customer expectations rising in line with this!

### **5. Working around the clock**

Although often used as a last resort, it is now more common to receive emails and correspondence in the middle of the night and 'out of hours', ensuring we need to remain flexible and prepared at all times.

### **6. An increasing global presence**

We have operated in a number of countries and regions – [most recently the Middle East](#) – requiring us to learn and adapt to new time zones and cultural differences.

### **7. Increasing internationalisation and diversity among the workforce**

Many of our clients have seen the number of nationalities comprising their workforce increase. US2U Consulting has [helped many clients](#) embrace the Equality Act 2010.

### **8. The advent of new marketing channels**

[Social media](#) has provided a new avenue of communication, while photography has become more prominent within these communications.

### **9. Greater online presence**

Since our original website featured just one page, we have significantly improved on this!

### **10. Video production**

Video has also become more significant as a way of differentiating and providing fun engagement, with US2U now offering [Commercial Video Production](#) as a core service.