

MADDOX PLANNING
MANIFESTO



OUR APPROACH AND PRINCIPLES

- Planning takes centre stage. It's a dedicated, standalone, core service. It strikes a dynamic balance between creative thinking and practical solutions.
- We take an in-depth, analytical and methodical approach to planning, applying clear and streamlined processes to its complexities.
- We combine factual insights with creativity, bringing fresh, dynamic perspectives to problem-solving. This is a collaborative process.
- We provide a supportive platform where individuals can develop and flourish as part of a team, honing their skills and gaining valuable experience.
- By empowering individuals to be creative while also focussing on processes and outcomes, we aim to achieve balanced, intelligent planning that gives our clients complete confidence.
- We surround ourselves with good people because good people create good projects.



FROM COMPLEX INPUTS ————— ————— TO STREAMLINED OUTPUTS



We're realists. We know there's the potential for various difficulties, complexities and obstacles to arise within a planning project.

To overcome these challenges, we engage with them systematically and creatively. We combine perceptiveness with processes, making space for invention but maintaining a sense of order and logic.

Maintaining control generates confidence in our clients. They recognise that clear processes are working on their behalf. We keep them happy and our projects on track by demonstrating these processes.

THE MADDOX METHODOLOGY



PLANNING INTELLIGENCE



PERSUASIVE REASONING



EMPOWERING INDIVIDUAL EXCELLENCE



GOOD PEOPLE FOR GOOD PROJECTS



PLANNING INTELLIGENCE FOR INTELLIGENT PLANNING

- Planning is practical and analytical. Knowledge feeds the planning process. The more we know, the better we can act.
- We immerse ourselves in our subject, looking at things from the inside out.
- Our approach is forensic and detailed, case-by-case. Where complexities exist, we work methodically to unravel them and gain clarity.
- Planning intelligence is the basis for intelligent planning. Meticulous information gathering enables informed decision-making.



THE POWER OF PERSUASIVE REASONING

- Facts come first but they may require reinforcement to become recognised solutions.
- Persuasive reasoning is a valuable, strategic tool. We apply our professional insight to the intelligence we've gathered to come up with answers based on justifiable opinions and actionable conclusions.
- Differing viewpoints can contribute to finding robust, proven solutions. We're open to alternative opinions.
- Persuasive reasoning underpins individual empowerment. It fosters transparency and encourages participation.



EMPOWERING INDIVIDUAL EXCELLENCE

- We set the stage for individuals to excel.
- We believe in giving people the freedom to think. We encourage an entrepreneurial mindset based on autonomy and personal drive.
- We want individuals to feel they're a part of a whole that values their intelligence and independence.
- By empowering individual excellence and streamlining our processes, we strive for peak performance in planning.



GOOD PEOPLE FOR GOOD PROJECTS

- We draw highly motivated people into our orbit – clients, co-consultants and our own team members.
- The high quality of the people we work with determines the quality of the projects we undertake and the outcomes for the built environment and the communities and people that it serves.





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