

The IHS Golden Circle



The “Golden Circle” is our compass for future strategies, business development, marketing, and recruiting. This tool keeps us solidly grounded and laser focused on the following guiding principles:

- **Why:** Our beliefs on why IHS exists.
- **How:** Our values and actions we take to realize our belief in the Why.
- **What:** Our services, features and benefits – the result of the actions (the How) in everything we say, do, products, services, deliverables, marketing, PR, culture, and who we hire.

These above guiding principles continue to be “non-negotiable” and must be embraced by current and future team members.



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