



Quality Policy

Review Date: 25 June 2026

At Renewal Associates, we are committed to catalysing regenerative leadership and systemic transformation in individuals, teams, organisations, and wider ecosystems. Our approach integrates deep systemic insight with a commitment to practical impact, enabling our clients to thrive in complexity and lead from the future.

This Quality Policy reflects our purpose and the context in which we operate globally. It provides a clear framework for setting, reviewing, and achieving our quality objectives. It is applicable across all aspects of our consultancy, coaching, supervision, programme delivery, and research work.

Our Commitments

1. **Exceeding Client Expectations**
 - We are committed to consistently meeting or surpassing client requirements by co-creating solutions that are tailored, ethical, and transformative.
 - Our engagements begin with deep listening and end with measurable value for our clients and their stakeholders.
2. **Continual Improvement**
 - We cultivate a learning culture – one that is reflective, adaptive, and open to feedback.
 - We regularly review our systems, processes, and partnerships to ensure we are continuously improving the quality, impact, and sustainability of our services.
3. **Alignment with Applicable Requirements**
 - We comply with all relevant statutory, regulatory, contractual, and professional requirements across jurisdictions in which we operate.
 - We maintain internal governance practices that ensure risk awareness, data protection, and professional ethics are upheld.
4. **Empowering Our People**
 - We invest in the ongoing development of our team and associate network, ensuring each person is supported to grow in capability, confidence, and contribution.
 - We promote diversity, equity, and inclusion as foundations for collaborative excellence.
5. **Engaging with Partners and the Wider Ecosystem**
 - We view our clients, associates, and collaborators as co-creators. Quality is not delivered to them, but with and through them.
 - We nurture long-term relationships with those who share our aspiration for generative and future-fit systems.

Quality Objectives

To support this policy, we commit to:

- Regularly setting and reviewing measurable quality objectives aligned with our strategy.
- Monitoring client satisfaction and acting on insights gained.
- Auditing key processes for effectiveness and compliance.
- Reflecting on performance data and feedback to guide improvement initiatives.

This policy is documented, maintained, and communicated internally through onboarding, team sessions, and regular reviews. It is also available externally to clients, associates, partners, and other interested parties through our website, contracts, and communications.

We review this policy annually to ensure it remains aligned with our purpose, operating context, and strategic direction.

Quality Statement

At Renewal Associates, quality means delivering lasting impact through every engagement, conversation, and collaboration. We are committed to providing coaching, consulting and development services that are systemic, regenerative, and grounded in evidence-based practice.

We design and deliver our work with the same care and rigour that we help our clients apply in their own systems – ensuring consistency, ethical standards, and continuous improvement across everything we do.

Our Quality Management System is certified to ISO 9001:2015 and supports us to:

- Meet or exceed client expectations
- Embed high standards in all our programmes and partnerships
- Monitor and improve our services through feedback, audits and review
- Comply with all legal and regulatory requirements
- Continuously learn and evolve how we work

We believe that quality is not a box-ticking exercise – it's a way of working that builds trust, drives value and supports meaningful change.

We are committed to delivering consistently high-quality, regenerative consulting and coaching services, underpinned by ISO 9001:2015 standards and a culture of continuous improvement.

By Naysan Firoozmand