

OUR FIRM

Vision and Values

The foundation of Baker Donelson's Vision and Values is our mission: To be *trusted advisors* delivering exceptional *client results* through a combination of industry knowledge, legal experience, and strategic solutions.

We believe in a clients-first approach. Through responsiveness, technical proficiency, and a true understanding of our clients' businesses, we better enable them to anticipate and successfully navigate market trends and business challenges. Our philosophy is driven by three guiding principles:

- **Trusted Advisor:** Becoming a trusted advisor to our clients represents the highest level of achievement. As such, we work to build meaningful client relationships by providing proactive, strategic advice based on a deep and growing understanding of each client's business and industry. There is a personal element to becoming a true trusted advisor, and a genuine commitment to doing whatever it takes to ensure a client's success. As lawyers, understanding people is as much or more our job as understanding profits and losses or matters of law.
- **Collaboration:** Our relationships with our clients are deeply collaborative and critical to our success. Collaborating among our practice groups, departments, business functions, and across our Firm is what sets Baker Donelson apart. Collaboration allows us to leverage the experience, industry depth, and resources of our colleagues in every department. We believe this culture of collaboration leads to superior client service by pairing each client with the right advisors and resources to meet their specific needs in every matter.
- **Growth:** We are committed to smart growth, which is best achieved when our growth is aligned with our clients' needs. We constantly evaluate our practice capabilities, test and introduce new client engagement tools, expand into new locations, retain new colleagues with unique capabilities, and more – all to better support our clients. We know that ongoing growth is crucial to meeting our clients' ever-changing needs, so we constantly seek growth opportunities that enhance our ability to help our clients succeed.

We put our clients first, we embrace their feedback, we are accountable, we communicate transparently and often, and we are constant ambassadors for our clients and our Firm. This is how we do business, and it is the reason that clients trust us to solve their most complex and consequential issues. This is the Baker Donelson difference.