

## Philosophy and Approach

### Philosophy

Based on personal experience with more than 30 companies and careful study of dozens of others, I (Firoz Shroff) am convinced: The basis and source of wealth creation is knowledge and intellectual capital.

Therefore, as we collaborate on projects with wealth creation as the objective, our philosophy is to identify and utilize existing resources (knowledge/intellectual capital) rather than invent different resources which usually continues to ignore and potentially squander intrinsic assets. Our vision is to magnetize existing assets and valuefacture new profitable structures and accumulate wealth that can be shared.

### Approach

Many people are surprised by the contrast between their traditional, formal business relationships experiences and my open, caring and sharing personalized approach. We know that strong interpersonal relationships with stakeholders are critical and imperative for optimal valuefacturing. My informal personal leadership style ensures that we will be creative and innovative and trust the strength of our interpersonal bonds to appropriately share the results of our collaboration.

Some members of our extended business family describe my approach by saying:

The secret of the Firoz Shroff approach is there are no secrets among stakeholders!  
Key ideas and their reasoned basis are always communicated to everyone involved. We all enjoy positive outcomes from our intensely focused collaboration!