



$$\begin{aligned} & \text{[Trophy]}^3 + \text{[Red bottle]} + \sqrt{\text{[Laptop]} + \text{[SOLUTIONS]} + \text{[Yellow squares]} \times 2 + \text{[Landscape]} + \text{[Megaphone]} + \text{[Globe]} + \text{[Clock]}^2 + \text{[IQ logo]} + \text{[Calendar]} + \left(\text{[Trophy]} + \text{[Yellow box]} \right)^2 + \text{[Person]} \\ & \text{[Person]} + \left(\text{[Person]} + \text{[Plant]} \right)^2 + \text{[Red curtain]} + \text{[Cabinet]} + \text{[Person]} + \text{[Map]} + \text{[Bus]} + \text{[Glasses]} \times 2 + \text{[Bottle]} + \text{[Shoe]} + \sqrt{\text{[Target]} + \text{[Person]} + \text{[Person]}^3} = \text{[THE IQ BUSINESS GROUP]} \end{aligned}$$

With input from each and every IQer, IQ has defined their **Formula for Success**. Our Formula contains on the top line all the behaviours, practices and principles that we need to have to be a great company and on the bottom line those behaviours, practices and principles that we cannot afford to have and will detract from IQ being a great company.