

One of our deeply realised but unstated objectives has been the view that our little centre here is kind of a 'proof-of-concept'. Proof that idealism and the exciting world of 'business' are not mutually incompatible.

And we like to demonstrate this philosophy in every aspect of our lives, including how we work with clients.

As a not-for-profit society, we cannot (by the terms of our charter now subject to law) distribute any surplus of income to any member. We can only re-invest it into activities. We make our income by doing work for our clients, and being liberated from the necessity to increase margins, work only to clear our costs while striving to deliver quality comparable to any organisation anywhere in the world.

Pursuing this, we often revise downward, our final billing amount which has been previously approved by a client, if we discover in the process of the project, that it took us less effort and expense than what we originally anticipated. Sometimes we do this even before we start a project, and there has been more than one case where we have unilaterally reduced our already approved estimate because we realised that we could have the advantages of unanticipated economies of scale.

No one from Synapse ever lies to a client, ever. A client will never get padded estimates. If we think we cannot deliver the best value in the world for a client's money, we will not take the project and will happily direct him to other people and organisations who we feel can do a better job. We will view client's expenses on projects done by us with the same concern as if the money was being spent by Synapse.

There are many, many other things that we do, that hopefully reflect our credo in a practical way. It is indeed a distressing indication of the state of the world, that the ideology that we mentioned here, instead of being a standard operating procedure for all business organisations, will probably get us laughed out of nine-tenths of corporate boardrooms of the world.

Happily, our collective experience here of over a year seems to disprove this conventional wisdom. What we seem to find is that what we hold to be true, is indeed possible. Perhaps proving the wisdom of one who said "... for the expert there is only one possibility, for the novice there are countless."

We want to make our relationship with clients joyous, mutually beneficial and respectful— as every relationship should be— and therefore it is important that our clients understand our principles clearly.