

UKDA Culture

Successful companies all have a strong culture and worth ethic within them - it is arguably the most Important part of any business.

This starts at the top and works its way down to all departments and all successful companies have a work culture that runs through the veins of each employee.

To capture the work ethic that we want our employees to bring to our business to help us succeed and grow are found in the term - “RECIPE”

Culture rich company examples



Disney Corporate Culture

- ❑ Disney is “rich in heritage, traditions, quality standards, and values that it believes are critical factors to its success”.
- ❑ Cast members share the values of honesty, integrity, respect, courage, openness, diversity, and balance.
- ❑ These values are demonstrated through such traits and behaviours like making guests happy, caring about fellow cast members, working as a team, delivering quality, fostering creativity, paying attention to every detail, and having an emotional commitment to Disney.

CULTURE AT MCDONALD'S IN 3 PRINCIPLES



CUSTOMER OBSESSED

Proud to exceed the customer's expectations at every visit through great food and great hospitality.

- Every visit, every day, our customers always come first.
- By delivering an outstanding, welcoming hospitality experience, we create delicious feel-good moments for customers.
- - We listen, we respond, we care.

BETTER TOGETHER

Proud of the way we work together to make a difference to our business, our people, our communities, and the planet.

- Our employees are valued and empowered.
- We leverage the power of the system – licensees, - suppliers and employers.
- We unleash the power of our diversity.
- We win together.

COMMITTED TO LEAD

Proud to be a leading, world-class organization.

- We never settle – we're never done.
- We prioritize our commitments to focus on growth.
- - We commit to being the best and to making a positive difference by using our scale for good.

There are many examples of companies with a strong culture within, Apple, IBM, Miller and Carter!

Would you expect to receive good or bad service from an employee of any of these brands?

The culture we show within, reflects on our customers so that when our reputation grows, we grow.

“Recipe for success”

Respect

Empathy

Commitment

Integrity

Passion/Positivity

Empowerment

Respect

Show our customers and fellow employees respect at all times.

Remember that you are representing UKDA and also yourself each time you interact with a colleague or a client.

Empathy

Show our clients empathy - we do not know what is happening in their lives. Treat them as you would expect to be treated by someone from UKDA.

Listen to them and try to understand their situation, always look for the best outcome for them.

Imagine that you are in the worst position with no help, sometimes people bury their head in the sand and lash out at people who are trying to help them. If you listen to them and try to understand their situation you will be able to gain their trust.

Remember what you do at the **start** of the process is extremely important.

Commitment

Showing commitment to the business is the best way of showing management that you are an integral member of our business, this helps us complete our daily tasks, and will help you and colleagues. It helps breed the culture into new and existing employees.

Integrity

Our business values implore us to show the upmost integrity at all times, this shows our clients and stakeholders that we show qualities in honesty and have strong moral values when dealing with our clients needs.

These qualities will enable us to keep a firm grip on being the best at what we do in the marketplace.

The main character traits associated with integrity are:

- **Respectful.** People with integrity value other people by showing them respect at work. ...
- **Honest.** Integrity requires **honesty**. ...
- **Trustworthy.**
- **Hardworking.**
- **Responsible.**
- **Helpful.**
- **Patient.**

Passion & Positivity

Being passionate and positive about what you do shows that you are driven, it is infectious (in the right way!) and spreads around the business. This for me is the most important part of the culture that we want to breed into the business.

The core of the business is in fantastic shape as we already have a very passionate and positive culture from the top but it is vital that we reflect this to all new and existing staff.

We work as a Team!

Empowerment

This is more for our team leaders and managers to feel empowered that they can make decisions for themselves providing that they are looking at the decision making from a business point of view.

Having said this - We always say that if you want to progress, act “NOW” as if you were in the position that you want to be in, this way when a position opens up, it is an easy choice for the management to make a decision as you are already showing the attributes that you need to do the job that you want to do next.

Share new ideas with management, there are no bad ideas and we as a management group will listen to you. You never know you could be a manager in the business soon due to our growth and we nearly always promote from within.