

OUR CREATORS' CODE



CUSTOMER LOVE

WE LOVE OUR
CUSTOMERS

Continually working hard to deliver a Modern Luxury experience to earn and keep our customers' trust and loyalty.

UNITY

WE WORK
AS **ONE**

Embracing differences, being empathetic, welcoming challenges together and empowering each other to deliver.

INTEGRITY

WE SPEAK
THE **TRUTH**

Building trust by speaking openly and honestly, listening attentively and treating others with respect.

GROWTH

WE PROGRESS
TOGETHER

Taking the initiative and using failure as an opportunity to learn. We develop by giving and seeking honest feedback.

IMPACT

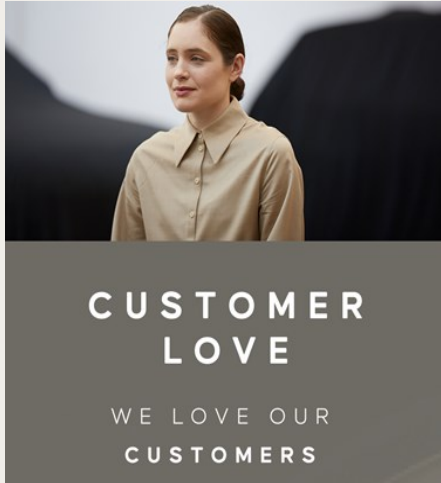
WE ARE **PURPOSE**
ORIENTED

Adding value and making a difference through our results, never losing sight of our organisation purpose.

When setting your objectives it is important to consider both what you are going to achieve and how you are going to achieve it. Our Creators' Code is our guide to what exceptional looks like in our business everyday. Your objectives should be agreed jointly with your Line Manager, with regular reviews to discuss your progress and consider how you are demonstrating the Creators' Code. As part of these conversations, reflect on where your growth areas are, using the following examples as a guide.

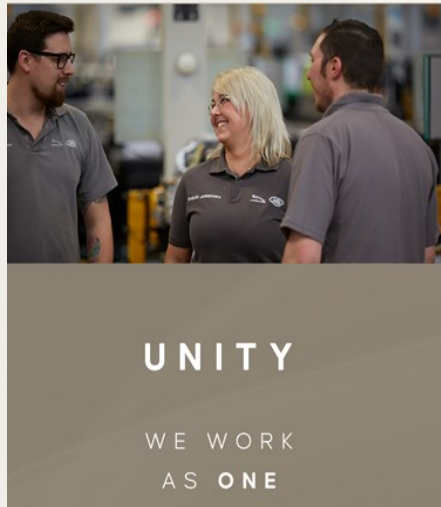
We are exceptional when we are...

Growth questions



- always questioning how what I'm doing will benefit and improve the modern luxury experience for our customers
- seeking customers' insight to understand how I might improve what I'm doing
- taking real pride in the quality of my work, wanting to do the right thing for our customers
- using data to inform decisions, which combined with my creativity, enriches our customers' experience

- How much does our customers' experience drive your decision making?
- How do you draw on customer insight in your work?
- Where can you add more creative thinking to enhance our customers' experience?



- helping others feel they belong, speaking up for them, and creating a fun, welcoming, collaborative environment for all
- consistently seeking different opinions and testing ideas to help shape my thinking and actions
- seeking to understand the broader context and having an enterprise mindset, working together towards a common goal
- respecting decisions once made and making time to help my colleagues deliver what has been agreed

- How do your objectives fit in with Reimagine and Refocus goals?
- Where could you engage our diverse workforce to seek different opinions and test ideas to help shape your thinking?
- Where have you demonstrated support for a colleague or business area?

We are exceptional when we are...

Growth questions



INTEGRITY

WE SPEAK
THE TRUTH

- being constructively courageous and known for speaking openly and honestly, always quick to admit mistakes
- being kind and respectful of others, regardless of how they may differ from me in thought, background or status
- being authentic and only saying things about fellow colleagues that I would say to their face
- giving people the space to speak and listening to better understand and build trust

- Do you always communicate openly and honestly? What can get in the way of this?
- How do you demonstrate inclusivity with all your colleagues, regardless of background?
- How do you create a safe space for others to talk openly?



GROWTH

WE PROGRESS
TOGETHER

- regularly asking for feedback to learn and progress, as well as supporting others in their development
- being open-minded and willing to experiment, iterate and progress
- being ever-curious, asking questions, and learning quickly with enthusiasm
- seeking to understand our external customers, business, industry, strategy, markets, technologies and each other

- How often do you seek feedback and plan actions that will help you learn and grow?
- When did you last give positive and constructive feedback to a peer to help them grow?
- When did you last dedicate time to your own personal development, or that of your team/colleagues?

We are exceptional when we are...

Growth questions



IMPACT

WE ARE PURPOSE
ORIENTED

- focusing on achieving great results and recognising that how I get there is just as important as what I achieve
- taking responsibility for delivering outcomes on time, to quality and cost by prioritising and planning effectively
- being determined to make a difference, to always be and do better and keep going in the face of setbacks
- identifying improvements and generating new ideas to deliver better results for the business and our customers

- How do you ensure you deliver your work on time, quality and cost?
- How do you take care of yourself and ensure your resilience levels are high?
- What opportunities do you have to share ideas or try a new approach that will deliver a better result?

CREATORS' CODE

CUSTOMER LOVE. UNITY. INTEGRITY. GROWTH. IMPACT.

JAGUAR LAND ROVER

LIVE THE EXCEPTIONAL WITH SOUL

