



OUR PHILOSOPHY

“The Way We Do Things
Around Here”

is based on

Trust & Responsibility

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The Way We Do Things
Around Here

The Way we do Things around Here

“The Smell of the Place or The Way we do Things around here” is the only aspect of a business that you cannot copy. This is the only enduring competitive advantage we have.

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The Way we do Things around Here

Our approach is simple:



Seven Key features around our Philosophy



Trust and Responsibility



We value Who you are and not What you are



Context not Control



High Performance, High Reward



Promotions and Development



Highly Aligned – Loosely Coupled



Caring for the Community

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B

Trust & Responsibility



____ Trust

____ Courage

____ Impact

____ Responsibility

____ Curiosity

____ Innovation

____ Pride

____ Communication

____ Empathy

____ Judgment

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We value Who you are and
not What you are



“Which members of my team, if they told me they were leaving to join a peer company in a similar position, would I fight hard to keep?”

Self-motivated

Self-secure

Self-improving

Self-disciplined

Use their initiative and common sense

Never feel or say “that’s not my job”

Behave like an owner

Are respectful of others

Are not too proud to do the dirty work

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D

Context, not Control



Great leaders provide insight and understanding to enable sound decisions

Context

Communicate :

- Assumptions
- Objectives
- Strategy
- Metrics
- Clear-defined roles
- Knowledge of the risks
- Transparency around decision making

Control:

Manifested by :

- Top-down decision making
- Planning and process valued more than results
- Committees
- Management approval

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High Performance, High
Reward



Remuneration Philosophy

Whilst there are many aspects that make it attractive for people to work for a company, being rewarded well is key.

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Promotions and Development



Key to performance, and therefore promotion, is for every person to take responsibility for understanding the context within which they are operating, what we are trying to achieve, what their role is in that and how they are to be measured.

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Highly Aligned - Loosely
Coupled

There are traditionally three types of Organisational Models:



1. Tightly Coupled Hierarchy
2. Independent Silos
3. High Aligned Loosely Coupled

“Growing Big by Staying Small”

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Caring for the Community

Summarising Our Philosophy

The reason we have set out “The Way we do Things around here”, is because we believe that if we attract and retain great people to whom this Philosophy makes sense, then people are more likely to enjoy a great experience in dealing with us.



This is intended to be a living document based on simple principles. As we learn more about ourselves and the needs of our staff, customers and suppliers, we will continue to refine it.