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Strategy Presentation

A look back at our 2013 Strategy...

secure - develop - evolve

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secure - develop - evolve

How this applies to our People:

- making sure you want to stay with Pescado,
- training and developing you in your role,
- adding to your skills.



How this applies to our Products:

- Ensuring we sell the right products that work,
- Improving that offer whenever possible,
- Add new products as technology advances.

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How this applies to our Customers

- Making sure our customers stay with us,
- Developing our relationships with them and improving the service we offer,
- Selling them new products to meet their needs.



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How this applies to our Infrastructure/Process

- Ensuring our systems and processes deliver our needs,
- Assessing them continually so they are slicker and more efficient,
- Adding and improving whenever possible so they are the best we can make them.

2013's targets and achievements

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Our targets for last three years...

10,000 VPS
connections

7,000
hosted seats

1,000
OneNet

6,000
EE connections

pescado churn under
0.5% per month

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How did we do?

10,000 VPS
connections

7,000
hosted seats

1,000
OneNet

6,000
EE connections

pescado churn under
0.5% per month

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Strategy Presentation

So, to the next 5 years...

- Who are we?
- Where are we going?
- How do we get there?

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Our Mission, beliefs & behaviours

(who we are.....)

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Our mission in life*

*or at least when at work

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We will put our **customers**
at the **centre** of every decision
and action.

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What we **believe** in and
what we stand for as a team...

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We are always **professional**

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We are always professional
We are **supportive** and **respectful**

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We are always professional

We are supportive and respectful

We are **passionate** and **determined**

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So how should we **behave** if this is
what we **believe** in...

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Do the best job you can, going the extra mile and being proud of it

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Do the best job you can, going the extra mile and being proud of it

Act with honesty and integrity, stick to what you say you'll do

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Act with honesty and integrity, stick to what you say you'll do

Communicate clearly and effectively to ensure zero confusion

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React with pace

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React with pace

Work as one team, all pulling together to achieve our mission

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Do the best job you can, going the extra mile and being proud of it

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React with pace

Work as one team, all pulling together to achieve our mission

Listen to one another, and to our customers

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React with pace

Work as one team, all pulling together to achieve our mission

Listen to one another, and to our customers

Help each other whenever needed

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Welcome change

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Work as one team, all pulling together to achieve our mission

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Welcome change

Be positive, always have a half full attitude

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Welcome change

Be positive, always have a half full attitude

Face your challenges head on and use the resources around you to succeed

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Welcome change

Be positive, always have a half full attitude

Face your challenges head on and use the resources around you to succeed

Do everything you can to make this a great place to work

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Vision & goals

(where we are going.....)

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The vision

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A nationally recommended Voice
& Data Specialist

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A company people **aspire**
to work for

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A company **OBSESSED** with
customer satisfaction

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Our Goals by **2021**

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Annual sales of **£20m** across
all the businesses

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Accreditations for **quality**
of product and process

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Accredited **training** and **development**
program that supports everyone

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A Customer satisfaction **score mechanism**

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Fit for purpose **systems** and **processes**
to support our vision

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Strategy & actions

(how we are going to get there.....)

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5 year strategy

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we did not feel that this should change, it was the right one 1st time!

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The action plan by September 2015

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Confirm organisational chart & roles/ responsibilities

Owner - Fraser Watson

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Communicate effectively both
internally & externally

Owner - Fraser Watson

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Defined **recruitment, training** & development programme

Owners - Justin Carl & John Cooper

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Identify and **fix** failing processes

Owners - Mal Formston & Paul Warburton

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Conclusion and summary

Watch this space...