

# Strategic plan

## Our vision

Our purpose is to be the international front runner of innovation, investment and excellence – leading the way for future generations.

## Core values

These values guide us in all that we do and are the bedrock upon which we deliver consistently high calibre services.

### Integrity

Integrity creates trust. It is our most valued asset, as an organisation. Individually, it's the constant choice to infuse every action with honesty, fairness, and respect for clients and colleagues alike

### Investing in the future through sustainability

We place huge value on social, economic and environmental sustainability work practices. Our businesses processes are designed to use all resources efficiently and responsibly, protect the social wellbeing of our communities and preserve the earth's natural resources, both for today and future generations.

### Strength from diversity

We embrace differences and adapt work practices to create an inclusive environment in which diverse skills, perspectives and backgrounds are valued. Diverse skills give us a competitive edge to easily design unique products, services and packages that fit the needs of our clients. A diverse mindset and team provide a larger pool of experiences, ideas and education with which to problem solve, create new products and devise new services.

## Success through collaboration

We strive to do the right thing for the client. We see ourselves as part of the client's team, and we're dedicated to help them succeed. For every venture, we align our strategy with the client's goals, needs, and budget. We know that the best way for our customers to succeed is to work in partnership with them – rather than for our customers.

## Innovative spirit

Innovation motivates action: to take risks, encourage curiosity and new ideas, learn from mistakes, and constantly strive to exceed expectations. Through innovation, we generate solutions for our customers and raise the bar — both within our workplace and throughout our industry.

## 2022 - 2027 plan

2020 changed the world as we know it and demanded not only for us to respond to changing circumstances but to adapt and rethink our ways of doing and being. This sits at the core of this strategic plan. Gelos has always prided itself on its ability to be innovative, adaptive and agile for its clients; now, more than ever, it is time to use these strengths to position ourselves as the leaders in our field.

This strategic plan for Gelos provides an overview of projects, strategies and direction for the company from 2022 to 2027. This plan will enable us to broaden our talent pool, allowing Gelos to continue to grow into the organisation we strive to be. The plan was developed in consultation with the company directors, executive leadership team and representatives from all teams.

## 12 month plan

- To formalise flexible working conditions as we move towards new ways of doing and being as a modern organisation.
- To update computer systems, technology, policies and procedures to support flexible work arrangements.
- To proactively upskill our staff in remote working technologies to enhance flexible work arrangements and broaden how we can engage with and support our clients.

## 5 year plan

- To remove the need for staff to attend the office on a daily/weekly basis.
- To develop systems, processes and infrastructure to provide the ability for all staff to work remotely, only attending their local office quarterly.
- To have our policies and procedures align with social, economic and environmentally sustainable work practices where relevant.
- To broaden our client base by adding five key accounts each year between 2022-2027.