

# Our Values

## Leadership

- Promote good working relationships with all.
- Give honest, constructive feedback.
- Listen to what others have to offer.
- Be a positive role model.

## Passion

- Encourage enthusiasm.
- Create pride in our brand.
- Share information.
- Make people feel valued and happy at work.

## Collaboration

- Build strong relationships with customers, colleagues and suppliers.
- Inclusiveness - everyone has a voice.
- Work together to achieve common goals.

## Honesty & Integrity

- Only say things about fellow employees that you will say to their face.
- Deliver on your commitments.
- Respect the views of others.
- Maintain the dignity of your colleagues.
- Perform to the best of your ability.

## Creativity

- Expand your vision.
- Don't be afraid to think differently.
- Promote imagination, innovation and originality.
- Inspire others.

