

OUR FAMILY PRINCIPLES

1. TRUST & RESPECT AND OPENNESS & HONESTY ARE OUR FOUNDATIONS



Because we have respect for each other's positions, experiences and views we trust them. Its personal but we don't take it personally. Because we are open & we are honest we never avoid difficult conversations.

2. SIMPLIFICATION FOR CLEAR TRACKS

We Simplify the complicated. This is difficult but essential to having and giving Clear Tracks. We all have our personal "High 5" which gives us clarity. Without clarity our most valuable resource, time, gets squandered. We realise the inches are important and clarity helps us go after these inches.



3. KNOW YOURSELF TO KNOW EACH OTHER



It's hard to know each other if we don't know ourselves. We must know our teammates "as people" first. We play to our strengths. We are aware of our weaknesses. We work on some and accept others. Successful teams have complementary skill sets that allow individuals play to their strengths.

4. REALISING POTENTIAL

The best teams develop and attract the best talent. We focus on SWAF - Skill, Will, Ambition and Fit. We can develop Skills but the WAF is harder. We want to be the best company in the world at Realising the Potential of its people. This goal is everybody's responsibility. We focus on exposing ourselves to Learnings, that lead to Insights which people can Action (LIA).



5. CONFIDENCE - WHEN ON TOP OF YOUR GAME, CHANGE YOUR GAME

Confidence is the key. We have made huge progress. We have World Class People and World Class Tools. We don't fear change, we embrace it as part of our DNA. We are all responsible for change. Confidence allows us to be brave, be different and love making improvements.



6. HAVE FUN & CELEBRATE SUCCESS

We acknowledge and celebrate the small wins. We laugh. We pay compliments. We appreciate. We value progress over performance. We have fun every day in different ways. Fun can't be scheduled.



7. IROAR

Individual Radical Ownership, Accountability and Responsibility - we own our position in the team and on the pitch. We know if everybody accepts this responsibility - we win. We don't want to let our teammates down.



8. FAST EVIDENCE BASED DECISION MAKING

We move fast. We look for the facts. We want to make the right decisions fast. We favour simple practical solutions. We don't procrastinate. As Nike say "Just Do It".



9. RFM & ROT

Respect For Money and Return on Time - Like the young and the old we understand the value of money. We watch the pennies. We justify spend and can prove the return on money on both existing and new spend. If we find "Bad Spend" we change it, quickly. We value our time in the same way. It's our most precious resource and the one we can't make more of. We never waste it and only spend it on high value main things.



10. CLEAR "WHY US"?



We are clear on our "Why Us". We are curious if our people understand this. We are committed to delivering on it. We want our "Why Us" to be clear to insiders and outsiders including staff, potential staff, customers, users, suppliers, partners, the community, media, regulators, advisers etc...

11. CUSTOMER AND USER OBSESSED



We are customer and user centric, always. We walk in the shoes of our customers & end users. We understand their wants and needs and take time to really know them. We build deep relationships with the people, not just the companies. We make their lives easier and make them look good. Our success is measured by theirs. We are constantly evolving and improving. To "be the best" we always know the competition and are Better, Cheaper or Faster (BCF) than them.

13. LOVE TECH DON'T FEAR TECH

We Love our Company's technology like we love our own technology. It is simple we use technology to be Better, Cheaper or Faster (BCF) than our competitors. To do this we need to know the technology our competitors use. We don't just source the best technology, we are obsessed with training our people on the use of the tech to achieve maximum benefit. We are always Magpie-ing tech improvements.



12. SUPER COLLABORATION

We are open minded and curious and actively search for opportunities to collaborate, internally and externally. We look beyond just ourselves to find the right people and seek answers to help us achieve our 3X10X vision. Our international networks and communities are vast and constantly growing. We use these to learn, innovate and to accelerate our growth.



14. H.A.V.E. POSITIVE IMPACT



We have a responsibility as leaders, employers, and people to H.A.V.E positive impact. We are in a position of influence, and we will not opt out of this duty. It's not someone else's problem. We will educate, inform, and change behaviours and change how business is done. We constantly look at our societal and environmental impact and work to maximise the positives and remove or reduce the negatives.

15. KEEP EVERYBODY & EVERYTHING SAFE & SECURE



We must keep our people safe. In a changing world we must be conscious of the risks and minimise them. From physical buildings to data, IP and cash we need to evolve our systems, processes and controls to guard against the evolving risks. We need to learn from others and quickly embrace changes where we can reduce risks.

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