

The David Phillips Way

- **Customer obsession** | Be exceptional where it matters most

Create customer value by putting them at the centre of everything you do. Test, improve and personalise their experience to be exceptional where it matters most

- **Creativity** | Be innovative, agile and resourceful

Put your enquiring mind to work - be innovative, resourceful and agile, and come up with brilliant ideas that make us stand out

- **Teamwork** | Support one another to build a high-performing team

Play your part in building an energetic and high-performing community - work openly, collaboratively and supportively

- **Integrity** | Be clear, honest and respectful

Do business and treat all people with clarity, respect, honesty and understanding - value others for who they are

- **Ambition** | Be relentless in the pursuit of excellence and success

Aim high - be relentless in seeking excellence and success for yourself, the Company, our customers and the communities we serve

- **Productivity** | Produce valuable work, efficiently and on time

Produce valuable work every day - do the right job in the right way, on time and without waste