



OUR MISSION 2013 - 2020

OUR VISION

OUR GOALS

OUR PRIORITIES

OUR METRICS

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| <p>OUR PROFIT Continue annual 150% growth trends in both revenue and margin in each territory and vertical market..</p> | <p>Continue to focus on empowering our clients to reach their goals. Our revenue targets will follow.</p> | <p>Partner increasingly closely with our clients to provide increasingly effective and far reaching training and development programs. Continue to expand our global reach, and provide a larger number of clients with multi national solutions. Add value to our solutions by more regularly providing services that increase the effectiveness of our training such as 360 feedback, employee engagement surveys, needs analysis, ROI measurement, coaching, psychometric profiling and custom development.</p> | <p>Growth in every market Return on investment Return for our IP partners</p> |
| <p>OUR PEOPLE Attract, Recruit, Retain The best talent on the planet</p> | <p>Be the best possible employer, and a great place to work!</p> | <p>Encourage and support ongoing training and development. Provide the best possible resources. Create and offer career paths and aim to promote from within. Empower people to think like owners, and always be proactive, ethical and responsible for their actions Provide a flexible and supportive workplace, supporting individuals and family. Promote healthy living by providing benefits such as free fruit, spring water, snacks and cereal. We are a multinational, multicultural company - we actively seek diversity for the value it adds.</p> | <p>Engagement Retention Employer of choice</p> |
| <p>OUR CLIENTS Empower Improvement</p> | <p>Provide the best resources and service they have ever experienced</p> | <p>Provide the best experience at every touch point - from the website, service, training and beyond Understand our clients goals and empower them to over-achieve Provide the best resources that exceed expectations Provide value in everything we do - helping our clients is the reason we exist</p> | <p>Client retention Client referrals Feedback and ROI results</p> |
| <p>OUR BRAND Be recognised for leaving everything better than we found it.</p> | <p>Empowering Improvement</p> | <p>Leader in Service, Resources, outcomes and market share Empower Improvement in everything we do, see and touch Leave everything better than you found it Readily adapt to meet client needs Remember - if the outcome is of benefit to the client, and profitable to the business, then the answer is 'Yes'</p> | <p>Industry leading technology Industry leading web experience Industry leading training and development resources Global footprint</p> |
| <p>OUR PARTNERS Be the partner of choice.</p> | <p>Ethical sustainable relationships</p> | <p>Provide the greatest return to our IP partners Partner with the best in every aspect of our supply chain - The worlds best IP, logistics, IT and communications, and service providers Work together with them in an ethical, sustainable and mutually beneficial relationship</p> | <p>Globally leading resources Supply chain delivers Service & Supply to 99.99999% consistency</p> |
| <p>OUR WORLD Care for our world</p> | <p>Empower Improvement minimise impact</p> | <p>Recognise that everyone is our neighbour Give back to every community in which we operate Ensure our 'leave everything better than you found it' in every place we operate Embrace unity in diversity One company, one planet, one corporate culture - care for all.</p> | <p>Carbon offset Philanthropy in every market</p> |
| <p>OUR PRODUCTIVITY Lead our industry in productivity</p> | <p>Manage our time, ourselves, others and money for greatest effectiveness</p> | <p>Channel our energies into tangible outcomes Continually refine our systems and processes for maximum effectiveness Ensure people are empowered with access to the required resources and information Achieve the maximum with the minimum consumption of resources</p> | <p>Business profitability Industry benchmarks Lean measures</p> |

To be the most well known, highly regarded brand in training and development.

We will be recognised in 3 key ways:

1. The leader in achieving outcomes for our clients
2. The leader in resources - IT & IP
3. The market share leader in each of our markets world wide.

Everything we do, and every decision we make is consistent with 'Our Mission Values'.

Our Mission Values

To genuinely care for

Our people....

[inspire & support]

Our clients....

[provide value]

Our suppliers....

[mutual benefit]

and

Our world....

[philanthropic | carbon neutral]

Our stated mission is not a 'Mission Statement' it is the description of the journey we are sharing.

The way we work every day:

Focus on outcomes

Act like an Owner

Support Continual Improvement