

Norse Group Values

"At the heart of our business lie our values. They underpin everything we are and everything we do:

Quality: We can only provide outstanding customer service by delivering outstanding quality to our customers. Without them, we have no future. An assessment that something is 'good enough' has no place in our business, in fact it alerts us to an opportunity to improve.

We must understand our customers' needs with precision and deliver them with confidence. Regardless of the role we play, we need to take pride in and be passionate about every aspect of our work, striving to make excellence the standard by which we measure ourselves. A reputation for outstanding quality — hard to win and easy to lose — will stand our business in good stead for the future.

Innovation: If we did no more than deliver outstanding quality, we would maintain our eminent market position. But I want us to be second-to-none: to surpass all others and to be the benchmark by which other businesses measure themselves. To do that we need to deliver innovation. We need to think creatively. We need to think outside the box. We need to have the courage and commitment to embrace fresh and more flexible ways of working and to step outside of our comfort zone. At all times we should be asking ourselves whether there is a better, more efficient or more effective way of doing what we are doing, that's what will set us apart.

Respect: Respect is very much a two way street. It is something which we should readily give, and be committed to earn. Respect is listening to each other, treating people how they want to be treated, valuing each person as an individual and respecting the rights and choices of individuals. We are all ambassadors, for ourselves, our business and for the Group as a whole. We have a duty to demonstrate respect internally to our colleagues and externally to our customers, clients and partners. Respect should not be prejudiced by position or status. We are all human beings, and we may not always like those who we are required to interact with, in fact we may not at times approve of their behaviours, but we can make the choice to treat them with respect.

Trust: Trust can be a difficult concept to define. It is that innate feeling or belief that those around you are genuine; in their intentions, their interactions and in their commitments. Like Respect, Trust has to be earned. To be a Trusted Provider, Partner and Employer, our word must be our bond. If we say we will do something, we do it. Equally, we must trust our colleagues. Our people make our business and trust is fundamental to cohesive working environments which promote employee wellbeing and excellence. To build a brand of Trust, we must first trust in each other.

These values are not rigid prescriptive things. They are living, breathing beacons to shape and guide our actions and decisions. I expect all staff to not just abide by the letter of them, but to embrace the spirit of them. Only by living our values will we ensure success and prosperity of our business, in the interests of us all."

A handwritten signature in black ink, appearing to be 'Mike Britch', written in a cursive style.

Mike Britch
Norse Group Managing Director

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