

# Our Brand Values



## Our Mission

**Smarter.Safer.Better**

## Our Vision

Setting the benchmark for excellence in safety, construction and high risk work training.

## Our Values



### We care

- + Our positive and welcoming vibe shows everyone we respect and care for their needs.
- + We care for each other and work as one company.
- + Safety is our priority for everyone! We all have a reason to make it home safely.
- + We want everyone to develop as an individual and a team player - clients, and staff alike.
- + People should be recognised and celebrated for a job well done.
- + Everyone is equal!
- + We take the time to understand our customers' needs.



### Challenge the status quo

- + We don't keep up with trends, we stay ahead of them!
- + Change is welcomed, and we challenge ourselves and others to keep improving.
- + New technology and training delivery methods are embraced.
- + Ideas are treated as precious commodities, no matter where they come from.



### Move fast to get results

- + Take a risk that it might not be perfect.
- + Flexibility is the key to achieving fast results.
- + If it's right for the customer and it fits with our core values, then do it!
- + We complement our views with data.
- + What gets measured gets done.



### WOW customers with service

- + Our services and training delivery exceed expectations consistently.
- + We happily give extra time and support to those who need it.
- + Feedback is golden! We understand the value of constructive feedback in making us better.
- + We proactively and enthusiastically follow up all enquiries, leads and questions.
- + Do what you say you will do.
- + We go above and beyond to provide the highest quality service to all customers.



### Keep it simple

- + We provide customers with clear and digestible information that is relevant to them.
- + Our systems and forms are simple, relevant, and quick to complete.
- + We go the extra mile to make everyone's life easier.