

# Introduction

This guide details the Success Factors for the following Leadership, Management and Specialist Bands within Warburtons:

- Business Leaders/Senior Managers
- Middle Managers and Advanced Technical Specialists
- First Line Managers and Technical Specialists

While the nine Success Factors are the same for each Band, the behaviours you expect to see within each Band are, in the main, different. This reflects the increase in expectations at each level.

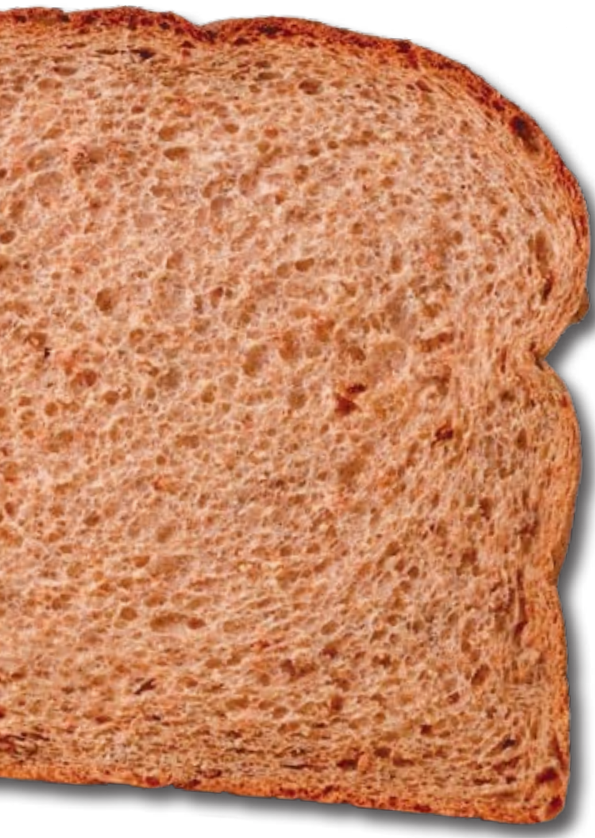
The nine Success Factors are:

- Drive innovation and breakthrough thinking
- Develop personal awareness and leadership capability
- Empower and develop talent
- Shape the Warburtons culture
- Forge strong teams and alliances
- Deliver sustainable bottom line success
- Increase pace of change programmes
- Inspire excellent performance
- Drive focus on the customer

While what we do is important, **how** we achieve these results is just as important. We can all be made to deliver and comply. The real skill is inspiring people to deliver; creating a work environment where people want to succeed.

This guide describes the behaviours we expect to see for each of the Success Factors. Additionally, the guide provides examples of both positive and contrary behaviours.

The **indicators** detailed should be seen as examples and they illustrate **how** we should and should not be achieving our results. The behavioural **descriptors** and **indicators** should not be viewed as a checklist.



# Our values

Our values serve to govern our decision making. They provide us with a guiding set of principles that we use to help us take decisions. We all have our own personal values and the Warburtons values secures a Company wide framework that provides consistency, standards and, ultimately, helps us to create and maintain a unique, positive and successful Company culture.

Our values have guided our decisions throughout our history and they have evolved as the Company has developed. Warburtons values are summarised opposite.

These values underpin the Success Factors – the behaviours we expect to see, and it is the combination of these that defines our culture.

For example, the Success Factor “Deliver sustainable bottom line success” drives us to deliver financial success. Running a profitable business is vital, but we must not compromise our values; our financial goals and objectives must be achieved responsibly.



**Family**



**Ambition**



**Responsibility**



**Care**



**Quality**

“The values at the heart of this family business are what is so different about Warburtons. They’re why I’m here.”

*Lynn*

