

Mission Statement

To be the outstanding competitor in our chosen markets by delivering:

* products and services that our clients recommend
* a great company to work for
* the best combination of profit and growth.

It is important that we are all aware of our Mission and Values to inform our choice of actions, guide our behaviour and define who we are and what we stand for.

Our Mission

* Our Mission aims to unite everyone in the company and enable us to all work towards the same goal – to be the outstanding competitor within our chosen ‘Transport’ market.
* Our Mission is best remembered by thinking about it in terms of the three stakeholder groups whose needs we must meet simultaneously:
* Our customers – both intermediaries and policyholders – they want us to provide them with the products and services that meet their needs, and our ambition is to do this so well that our customers are happy to recommend us to others
* Ourselves – we all want a great place to work; and
* Our carrier – we must use all our skills to deliver attractive returns and maintain profitability

Values Statement

How will we achieve our Mission?

Our Values help to answer this question as they guide the day-to-day behaviour that will enable us to achieve our Mission and define the company we aspire to be.

We will achieve our Mission:

* through outstanding technical, sales and leadership skills
* by being professional, dynamic, innovative, focused and  socially responsible
* with teamwork, passion and style