

# Business Charter

In the words of the team

## PEOPLE & PERFORMANCE

People & Culture are committed to support Sharpsmart employees **by providing HR programmes and development tools to attract and retain talented and motivated employees.**

KATRINA HUTCHINSON | HR BUSINESS PARTNER

## PROMOTION

**We are constantly aware of our vision and values**, this makes up our core concepts and strategy that all team members are able **to communicate into the hearts and minds of our customers.**

WILL CHAPPELL | BUSINESS DEVELOPMENT MANAGER

## PRINCIPLES

**I feel the Daniels family culture has filtered through from the very top to the wider business** and is displayed through our commitment to our customers and our company.

AMBER MARSHALL | CUSTOMER SERVICE MANAGER

## PARTNERSHIP

**Quality is at the forefront of everything we do at Sharpsmart.**

Be that through the provision of our own services or through our chosen partner subcontracted services.

MARTHA NUTKINS | FINANCE BUSINESS PARTNER

## PROCESS

**As our business grows, we will perpetually review, refine and adapt our core business processes.** Improvements will be made through team focus and effective use of lean methodologies, emerging technology and innovation.

CHRIS PHILLIPS | TRANSFORMATION ENGINEER / UK IT LEAD

## PROFITABILITY

It is important to ensure healthy returns are being made for the company through profitability, which **ensures our customers are given a high value service to reduce their costs and identify efficiencies.**

SUNEET PARMAR | MANAGEMENT ACCOUNTANT

## PROTECTION

**Our commitment to creating a safe and compliant working environment** for all our employees is pivotal operationally and environmentally.

ROB LINKLATER | PERFORMANCE & SUSTAINABILITY LEAD