

'DIAL-UP' BEHAVIOURS TO WIN WITH SPEED & AGILITY



Be Externally Curious



Collaborate Efficiently



Experiment and Learn



Act Decisively

Seek deep external insights

Challenge openly

Aim high and disrupt

Choose progress over perfection

Anticipate trends

Decide with only essential input

Trial innovative solutions

Prioritise what matters most

Adapt quickly

Share and embrace what works

Fail fast and learn

Commit to decisions and deliver