

# SPIRIT OF ROYAL LONDON VALUES

## LIVING THE VALUES

### We achieve

We go the extra mile to deliver the best outcomes and experiences for our customers and for each other. We're always looking to do things better and continuously improve our performance. It is important to us that we recognise everyone's contribution and celebrate our achievements.

This means :

- *We deliver - Going the extra mile and delivering the best outcomes for our customers and each other*
- *We improve -Always implementing better ways of doing thing*
- *We celebrate success -Recognising contribution and what we do well*

# VALUE WE ACHIEVE

<b>Our Value</b>	<b>What it means for our people</b>	<b>What our leaders do</b>
<b>We deliver</b>	Everyone goes the extra mile to deliver the best outcomes and experiences for our customers and for each other	Leaders demonstrate full consideration of customers and members in delivering our strategy, promoting a 'can do' approach
<b>We improve</b>	Everyone is always looking to do things better and continuously improve our performance	Leaders listen and respond to their people, customers and members in defining how our business operates
<b>We celebrate success</b>	It is important to us that we recognise everyone's contribution and celebrate our achievements	Leaders celebrate successes using mechanisms in place and in ways that individuals and teams feel valued