

Our Success Factors

Dear colleague,

Our society, economy and the world we inhabit continually change and evolve. The needs and wants of our consumers are changing and so too are the needs and wants of our customers. Warburtons has evolved considerably over the last few years and so too have our competitors. As individuals and as an organisation we play an active part in a dynamic world.

As a leader within our business, your decisions and behaviours are crucial to our success in that dynamic world. Making the right decision, be that strategic, tactical or behavioural, isn't easy. The Warburtons values and Success Factors provide you with a framework to help you deliver sustainable bottom line success, enabling us to achieve our five year plan and our strategic goals.

You have a great deal of influence on the people around you. Indeed, many of you have responsibility for managing people. We believe that by embracing and applying the values and Success Factors we can engage and inspire the people within our business. Creating a workplace and culture that is inspiring and engaging is an essential element of running a responsible and successful business.

I am excited about our ambitions for the future and I know we can build on our achievements to date. Our values and Success Factors are a key ingredient in creating the right culture to deliver our success. As the leaders of our business I hope the values and Success Factors help provide the required framework for driving business growth in the future.

Kind regards,

Robert

Robert Higginson
Managing Director

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