



## VISION

*To change lives by enhancing the power to hear.*

## MISSION

*We are transforming the way people hear by creating smart hearing solutions that are affordable and accessible.*



### Achievement

*We push ourselves as individuals and as a team, setting goals that inspire us to exceed the benchmarks.*

- Set goals that motivate and then measure our progress.
- Strengthen alignment by incentivising success.
- Learn from our mistakes and successes in equal measure.
- Celebrate the wins, both big and small.



### Collaboration

*Every member of our team has a voice and an important role to play in our success. We create our best work when we leverage our collective knowledge and experience.*

- Encourage both formal and informal collaboration across the organisation.
- Strive for win-win relationships and outcomes.
- Actively and efficiently share knowledge and plans with the team.
- Communicate respectfully, considering both the message and the medium.



### Positive attitude

*We always see the glass as half full. This allows us to turn challenges into opportunities, find solutions despite the obstacles and have fun while doing it.*

- Look for the win in everything.
- Re-frame negatives into positives.
- Affirm each other's strengths and recognise a job well done.
- Share positive words and gestures and a respectful sense of humour.



### Make a difference

*We are driven to create a positive impact and to do this we must constantly ask ourselves how we can help, whether that is a customer, a colleague, or the world.*

- Seek a deep understanding of our customers and their problems.
- Be willing and able to assist fellow team members.
- Take ownership of problems and use our collective initiative to resolve them.
- Remain open to all ideas and opinions, empowering the team to speak up and share.



### Wellbeing

*We all share a responsibility, both personally and as a team to support our individual and collective wellbeing.*

- Demonstrate a commitment to understanding and supporting each other.
- Encourage self-management and professional self-growth.
- Provide the freedom to find balance without judgement.
- Balance demands and resources to sustain positive engagement.