

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. Making the right decision, be that strategic, tactical or behavioural, isn't easy. 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 a successful business. Our values and Success Factors are a key ingredient in creating the right culture.

I am excited about our future and I know we can build on our achievements to date. As the leaders of our business I wish you every success.

Kind regards,

Robert

Robert Higginson
Managing Director

“Creating a workplace and culture that is inspiring and engaging is an essential element of running a responsible and successful business.”

