





















OUR WAY

1 People first.

Happiness is having your imagination gripped! Grip everyone's.
Shape jobs to people.

2 Think fifty years. And next week.

Our mark? Your mark?

3 Continuously innovate.

Sigmoid curve.
Challenge.
Build just ahead of need.

4 Keep to our higher purpose.

Do something remarkable dammit!
Create opportunities for great people, particularly those who have drawn the short straw.
Move minds on what defines 'a great business'.
Live once.

5 Live our values.

Energy & energise - pace with peace, spirit and vitality in all that we do = 6 x energy!
Intelligence - constant application of common sense, with absolute integrity.
Humility - respect and learn from all colleagues and competitors.

6 Enhance Nature.

Beautify the part of the planet we are responsible for.

7 Community initiative.

Wherever we have >5 people.
Connected to what we do.

8 Measure in triple bottom line.

People, Profit, Planet.

9 No or low borrowing.

Volatile world. Sustainable autonomy.

10 Problems are opportunities!

Out of every disaster is an opportunity that would not have been there, if it were not for the disaster.



Haygrove



NO RULES!

NO BOUNDARIES!

~~NO DICKS~~ Stars
only

LIVE ONCE!

NO RULES! (except your own)

| | |
|------------------|--|
| FOR YOU | DECIDE WHAT YOU LOVE |
| FOR ME | Cultural curiosity. People shining. Nature. |
| SENTIMENT | still got to enjoy it even when there's no money! |

NO boundaries!

| | |
|------------------|---|
| FOR YOU | Explore broadly internationally Identify step change ideas Zero-in boldly |
| FOR ME | A series of technical firsts Taken to new places |
| SENTIMENT | Be first or second Start the next at the top of the last Sigmoid |

~~NO dicks~~ stars only

mentors

| | |
|------------------|---|
| For you | Find international mentors |
| For me | Wesley Patterson Douglas kemp Tom Bengard Miles Reiter |
| sentiment | study them closely. 'vision & detail' |

allies

| | |
|------------------|--|
| For you | Choose allies |
| For me | customers Berry gardens Driscoll |
| sentiment | Give back Win – win |

Brilliant people

| | |
|------------------|---|
| For you | select brilliant people only help them exceed their expectations |
| For me | Amazing how many come from the picking fields |
| sentiment | Elevate & care way beyond employment |

Live once!

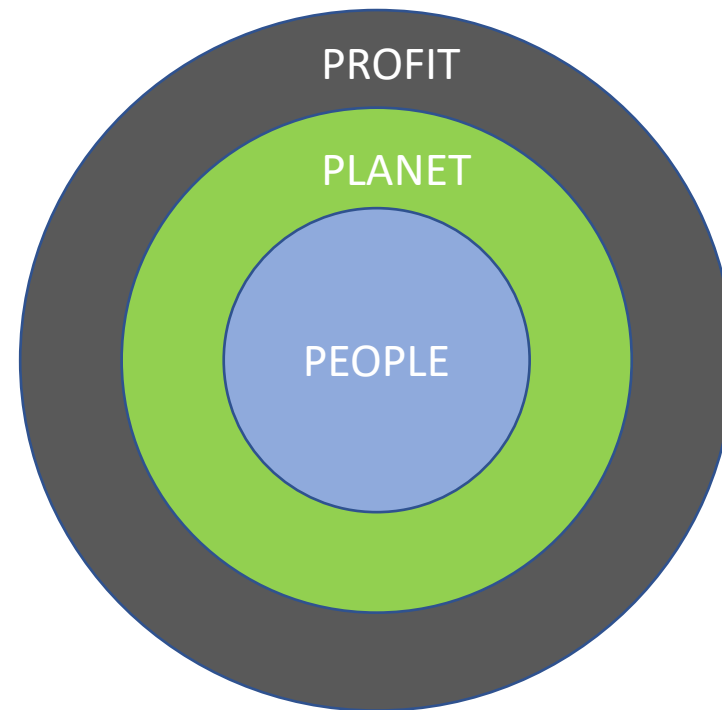
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| | |
|------------------|---|
| For you | Go for it! Really really well |
| For me | I enjoy it! Vision & detail Excellent execution |
| sentiment | Only really brilliant businesses inspire others |

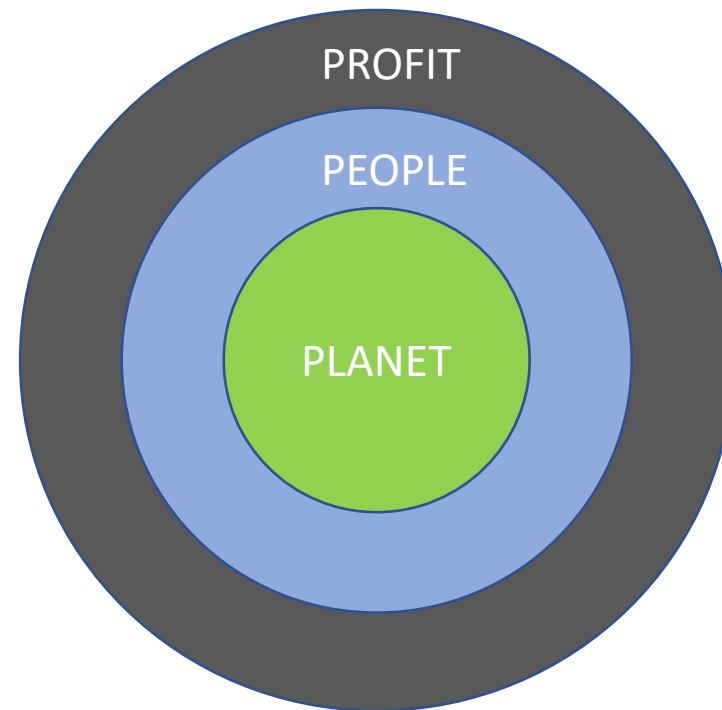
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| | |
|------------------|---|
| For you | Have a higher aim than just 'money' and 'growth' |
| For me | Has always been people: Gig – world award, bf, cg future: Planet – a must! |
| sentiment | Inspire & stay inspired yourself |

The past why



The new why



Thank you

