

# Defining our digital code

To become a nimble organisation, colleagues across the organisation must live by the digital code: a cohesive set of digital behaviours, aligned to the Group values

To realise our ambition to become a nimble organisation, we need to embody digital behaviours aligned to the proposed Group values

## BRAVE

We are **curious** to find better ways

We focus on **achieving shared outcomes**

We **champion learnings** over successes or failures

We seek to **break new ground**



## READY

We aren't afraid to **challenge our thinking**

We embrace **continuous learning**

We **promote accountable ownership**

We create **space for new ideas**

## PASSIONATE

We **anticipate opportunities** and act on them **quickly**

We **design experiences** that delight our customers

We **collaborate** to bring possibilities to life

We play as **one team**