

## Our Vision

To provide outstanding service from exceptional people to ensure we are always first choice.

## Our Values

Our values govern the manner in which we do business and are what differentiates us from our competition. Our people are driven and passionate about the service they provide and as a Company we are progressive and forward thinking and safety comes first at all times.

Through the 5 values below our people deliver the Company Standard.

- Customer Focus
- Integrity
- Continuous Improvement
- Ownership
- Team Work

Values	Commitments	How we will deliver the Company Standard
<b>Customer Focus</b>	'Customers are the heart of everything we do'	<ul style="list-style-type: none"> <li>• Providing a consistent, first class, customer experience from enquiry to completion</li> <li>• Supplying a modern fleet of equipment from market leading brands</li> <li>• Working within a highly developed infrastructure, above and beyond required industry standards</li> <li>• Getting it right first time</li> <li>• Developing strong relationships built on honesty, trust and confidentiality</li> <li>• Understanding our customer needs</li> <li>• Identifying customer opportunities and resolving problems quickly</li> <li>• Promising what is achievable and delivering what is promised</li> </ul>
<b>Integrity</b>	'Do the right thing'	<ul style="list-style-type: none"> <li>• Doing everything safely or not at all</li> <li>• Showing respect to others at all times</li> <li>• Having effective processes and procedures in place to ensure the safety of our people, suppliers, customers and the general public</li> <li>• Adhering to and upholding professional standards of both statutory and governing bodies</li> <li>• Promoting a professional work ethic which is key to our brand</li> <li>• Acting in the best interests of our people, suppliers, customers and the general public</li> <li>• Speaking up when a course of action seems inappropriate or unethical</li> <li>• Committing to reduce our impact on the environment</li> </ul>
<b>Continuous Improvement</b>	'More of the same won't do'	<ul style="list-style-type: none"> <li>• Culture that fosters a passion for progress and a sense of purpose</li> <li>• Being commercially aware to keep ahead of our competitors</li> <li>• Embracing and pioneering new technologies which make our processes more efficient</li> <li>• Promoting continuous improvement through the development of our people and processes</li> <li>• Commitment to a comprehensive audit and training programme throughout every area of the business</li> </ul>
<b>Ownership</b>	'People are our ambassadors'	<ul style="list-style-type: none"> <li>• Being passionate and going the extra mile</li> <li>• Being responsible for our actions and taking pride in the work we do</li> <li>• Acting as a role model for others promoting the Company brand</li> <li>• Caring about what we do which reflects in Our People's attitude to work</li> <li>• Owning each customers experience from start to finish by being responsive to our customers' needs</li> <li>• Having a can do, will do attitude at all times</li> </ul>
<b>Team Work</b>	'Work as one team'	<ul style="list-style-type: none"> <li>• Working collaboratively across sites to enable Nixon Hire to succeed as one team</li> <li>• Communicating with clarity and consistency, in a timely manner, at all levels</li> <li>• Encouraging constructive feedback and giving credit when it is due</li> <li>• Challenging practices and behaviour that undermine teamwork</li> <li>• Treating others the way we wish to be treated</li> <li>• Building on each other's strengths and learning from one another</li> </ul>