

# Values & Guiding Principles

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Saint Augustine \

**Do you wish  
to rise? Begin  
by descending.  
You plan a tower  
that will pierce the  
clouds? Lay first  
the foundation  
of humility.**

\ Philosopher

English Proverb \

**From little  
acorns do mighty  
oaks grow.**

\ Metaphor

## **Always Build on Solid Foundations**

As with all things we should start at the beginning and whether it's a person, plant, business or building, your foundations are what make you strong. For a plant it would be the location, environment and nourishment from the soil; for a building it would be the depth, material and quality of the foundations; and for us it is our core values (both business and personal) that establish the solidity and certainty from what everything is then built upon.

But what are your 'values' (could also be considered as your 'guiding principles')? Well, they're what make you 'you', they're the things that are inherent and fundamental about us as individuals, and they're the core of the culture of Anglepoise the business.

Values are what help us to make decisions and decide on what is the right thing to do. Values are the strong foundations that we must build from and then act upon in everything we do. They must never be the poster on the office wall gathering dust, but what we live and breathe, what our hearts pound for and define us, and how we see the world.

When you think about your personal values, consider what is critical to you? What instincts help you to make the right decisions and do the right thing? How do you morally live your life, and bring up your children or guide the next generation – all of these actions will be based upon your personal values, and we believe as a business they should act as the bedrock of all that we do.

**That is why our values are integrated into everything we do, from recruitment to personal development; from product development to marketing and the overall culture (or DNA) of Anglepoise is defined by them.**

The rest of this book will cover what each of these values means to us both at Anglepoise and personally, also providing guidance and examples of these principles in practice.

## Our Values



PURPOSE

In everything we do  
understand why



EXCELLENCE

Continuous improvement  
along the journey



AUTHENTICITY

Keep it real whilst  
respecting others



LEGACY

Doing the right thing  
now for the future



LEADERSHIP

We are all leaders playing  
to our strengths