

Be yourself, always

We're free to be ourselves at work –
because that's what makes us different

We're
authentic and
stand by our
beliefs – and
respect those of
our colleagues

We're
confident
about who
we are

We bring
our best self
to work –
always

We
celebrate each
other's differences
– and the
value that
brings

Pioneering • Leading • Improving • Being our best • Open