



We want all our employees to work as a **high performing team**, which is **customer focussed**, **behaves ethically** and achieves **outstanding results** - and we want all of our partners to have a similar aspiration.

# Our Core Values

Shaping Our Future



The Gala Difference

# High Performing teams



**We work together to create an inspiring, rewarding and exceptionally enjoyable workplace where we genuinely look after each other**

- We** ...contribute together and individually as much as we can to the business  
...maximise our collective return on resources i.e. talent, time and money  
...measure team performance and understand individual roles within the team, developing high performing individuals  
...always positively contribute towards team goals  
...recognise our interdependence and know how to work well with colleagues in all parts of the business i.e. cross-functional working  
...will not tolerate selfishness or narrow thinking  
...take the daily ups and downs in our stride and help others to do the same  
...take the time to coach and support others to achieve their best  
...make great efforts to develop strong professional respectful relationships with all our colleagues  
...are committed to making Gala the most attractive place to work in the leisure/gaming industry

# Ethical operator



**We are committed to guarding the welfare of all our customers, employees and the wider communities in which we work**

- We** ...believe that the safety, health, security and well-being of our customers and employees is very important, actively promoting behaviour that supports these  
...are careful to act with integrity and honesty in everything we do  
...will not tolerate discrimination of any kind  
...operate within the framework of the law  
...understand the diverse nature of our customers and employees  
...take our responsibility to the wider community seriously, extending our community based activities to their commercial limits  
...encourage and reward behaviours that support all our values  
...will not tolerate any behaviour which undermines our values

# Customer focus



**We are passionate about delivering the best customer experience, to both internal and external customers**

- We** ...take customers into account in every decision we make  
...will not permit actions that diminish the customer experience, however commercially attractive in the short term  
...vow to deliver what our customers want, not what we think they want  
...measure how well we meet external and internal customer needs and aim to be unmatched compared to the competition  
...consult and involve our customers in developing our products  
...are intensely curious about new trends and fashions  
...actively seek customer feedback and act on it  
...are never satisfied, always innovating to improve the customer experience  
...take a genuine interest in our internal customers' welfare  
...anticipate both our customers future needs and what our competitors might be doing

# Results driven

**We strive consistently to deliver positive business results that exceed our expectations, beyond the competition, whatever the measure**



- We** ...influence the external leisure/gaming market and the wider business environment  
...understand what drives competitive advantage and focus the business on those drivers  
...assume personal responsibility for delivering business results  
...drive accountability across the business  
...hold ourselves and each other responsible for flawless execution  
...demonstrate a passion for the business  
...motivate the business to use technology to help improve delivery  
...look to drive capital efficient profitable growth  
...constantly look to improve processes to drive superior business growth  
...make the most of our own and each others' capabilities