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LEADING THE WAY

AN UPDATE FROM MANAGEMENT



Beyond the Poster How employees bring values to life

How we work matters just as much as what we build. Nano Fibre UK's growth has been driven by everyday decisions. Engineers taking pride in tidy installations, call centre agents going the extra mile, and managers who support their teams.

Our values campaign isn't about buzzwords; it's about turning slogans into habits visible on the ground.

If you want to know where values live, don't look at the mission statement – look at the engineer who takes an extra ten minutes to tidy cables because he knows that messy work sends the message that we don't care. That's why **the business focuses on shared habits, not just ticking HR boxes**.





We're inviting everyone to engage with the values campaign, not just as participants, but as examples. When we embed values into our everyday thinking, we don't just strengthen the business; we also enhance ourselves. We build something meaningful, something we can be proud of. That's the kind of organisation I want to lead and the kind I believe we're becoming, together.

What's on Our Radar

- **Why values have to be lived, not printed:** corporate slogans behind glass mean nothing if they never leave the boardroom.
- **Practical ways to embed values:** from quick "compass checks" at the start of every shift to celebrating small wins.
- **The payoff for living your values:** higher engagement and trust, fewer project delays and complaints, and stronger reputational resilience.

At Nano Fibre UK, we don't pretend that pumping fibre into ducts is enough. Our rapid growth has been built on the way our people show up every day, not just on the infrastructure we install. That's why management has rolled out a company-wide values campaign. It isn't some HR side project to tick boxes; it's about anchoring the business to the habits that already make the work worth doing. When your engineers treat every cable tie as a statement of pride and your support staff treat every caller as worthy of their time, you cultivate a genuine culture, rather than just going through the motions.

Most organisations act as though printing "*Integrity*" or "*Innovation*" on a poster makes it so, but those slogans are useless if they never leave the boardroom. It's easy to splash words like pride, kindness, or respect across a website; it's much harder to see them in action when someone has to fix a fault in the rain or handle a complaint at the end of a double shift. Real values are what people do when no one is watching. In the fibre world, an engineer who spends extra time arranging cables neatly because *"if it looks messy, they'll think we don't care"* is preaching with fibre and installations. That one anecdote does more for culture than any glossy brochure.

We're launching this campaign because we recognise that there's a lot of cynicism surrounding corporate values. Staff have seen leaders contradict slogans faster than you can say "*Be Transparent,*" and they're tired of it. **Values aren't ornamental; they're practical.** Think of them as a compass. If you set sail without one, the wind will carry you anywhere. If "*Customer First*" means anything, then the call-centre agent who actually listens and the receptionist who greets with warmth are steering the ship.

None of this works if there are different rules for the corner office and the van. There can't be one set of values for executives and another for front-line workers. Nothing poisons morale faster than hypocrisy. Research from Deloitte shows employees are more than five times as engaged when they believe their organisation actually lives its values. Engagement isn't about free fruit; it's about credibility. Living the values means double-checking numbers when you're exhausted, not snapping at the fifth caller with the same issue, and leaving a job site cleaner than you found it. Those small choices build trust brick by brick.

Values aren't about slowing the business down; in fact, they're rocket fuel. When people trust each other and understand what constitutes "*good,*" delays decrease and complaints decrease. Teams solve problems faster because they're aligned on what matters. **Living the values also protects your reputation.**

In a hyperconnected world, one careless act can quickly escalate on social media and drag the entire company into the court of public opinion. **Staff who live by the values act as antibodies, stopping reputational disease before it spreads.**

Think of the organisation as a **garden**: **values are the seeds, leadership is the soil**, and **employees are the water and sunlight**. You can spend a fortune on branding, but unless daily decisions nurture the values, the crop withers. That's why leaders must treat **values as the foundation, not the wallpaper,** and staff must realise their power to bring those values to life in every task. To cement this, we've introduced the "**Nano Fibre Promise**", a pledge to live our values daily, turning words into action and action into lasting impact. At this stage of our growth, we can't afford misalignment. The campaign is about uniting departments around a common goal, not adding another item to your to-do list. We've even boiled the principles down to a chant that fits in your pocket. Say it aloud. It sticks.

A values-driven organisation is only as strong as the people who carry those values into every corner of their work. **Without that commitment, values are just ink on a poster.** With it, they transform workplaces, inspire trust and even improve the bottom line. **So stop gazing at framed words. Pick them up, wear them and let them shape the way you work, decide and relate. The world doesn't judge companies by what they claim; it judges them by how their people live.**

Now it's over to you. Whether you're stringing fibre on a windy rooftop, booking appointments from the office or juggling real-time customer queries, you're not just doing tasks – you're shaping our culture. **This campaign isn't a slogan parade; it's a shared challenge to take what matters and live it, not once or twice, but in the everyday moments that build trust and connection.** If you've ever thought, *"This doesn't feel like just a job,"* that's the spirit we're harnessing. Get involved. Spot the values in others. Celebrate them. Call them out when they're missing. Share your story. Whether you submit an example, join a team discussion or simply choose to Take Pride or Welcome Change today, you're fuelling something bigger.

Values come alive when people choose to carry them. Let's carry them loudly, consistently and together.

Kind Regards

Wilhelm & Dirk