



Our Vision, Mission & Values

An introduction from

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Managing Director

To realise our full potential, we need to ensure that our ways of working are in line with our growth plans. We believe that being an organisation with a strong and active value-set will make Claritas stronger, more effective, and a more enjoyable place to work.

The values define how we act, how we should work with others, and what our customers and partners can expect from us.

C.H.O.I.C.E (our values)

Caring

Honest

Openness

Innovative

Collaborative

Effective

is the core set of Claritas values. To bring this to life, we have created some key behaviours. We want Claritas's values to be part of everything we do.



This document will remain a “living document”, and will evolve over time to respond to changes in our business or the market. Fundamentally, success for Claritas depends on our ability to delight our clients through consistent delivery at the cost and quality they expect.

This is the foundation for the next chapter of Claritas Solutions.



Pyramid of Strategy

It is important for us to outline our strategic direction in order to help us set our priorities, allocate resources, and ensure that everyone is working towards common goals and objectives, thus providing a road-map to the future



Our Vision, Mission & Values

Our **Vision** outlines what we want to be.

Our **Mission** defines our purpose and outlines why we exist and what we need to achieve to deliver our Vision.

Company values or core values are our set of guiding principles and fundamental beliefs that help our organisation function together as a team and work towards our Vision.

Strategic goals help us break down areas so they can be manageable and achievable.



Our Vision

Our vision is critical for business development and success – it outlines our aspirations for the organisation. Having a vision means we have a clear sense of purpose. It means we are taking a far more holistic view of our business driven by passion, rather than setting and reaching short term goals and tackling problems as they come along.

Our Vision

To be recognised and respected as one of the UK's leading technology organisations.

Our Mission

To accelerate IT Innovation in the UK by simplifying complexities and by being the catalyst for creating better technology solutions.



Our Strategic Goals

What we want to achieve

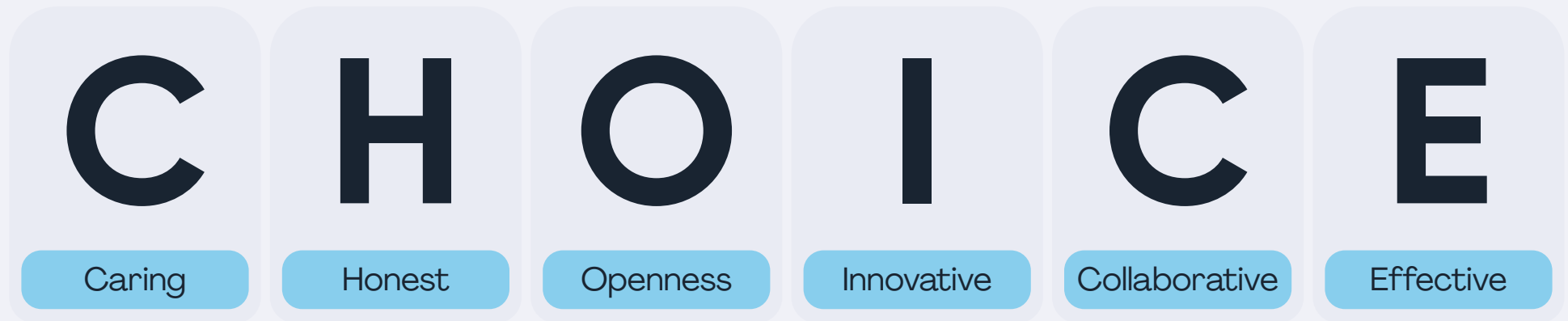
Our goals provide a summary of how we intend to achieve our vision;

1. To become one of the UK's most recognised hubs of **innovation** and easy to do business with solutions provider.
2. With a collaborative partnership approach, we design **reliability and resilience** in everything we do.
3. We aim to develop the best engineers in the UK by combining rigorous academic programmes with work on future Claritas products and solutions.
4. A brand name synonymous with **trust, integrity and unique thinking.**



Our Values

C.H.O.I.C.E



Caring

We support businesses by delivering the best possible solution for our clients

We guide our clients to ensure together we produce better long-term outcomes

We design our solutions for the next generation in mind

We make sure we do our bit in making sustainable decisions and doing the right thing for our planet

We care about organisations' succeeding.



We put performance before profit, ensuring organisations don't suffer due to limited funding

We operate in an inclusive and welcoming workplace where colleagues feel valued for their hard work and contributions.



Honest



We are honest
and ethical.

We do the right thing

We show strong moral
character from our leaders

We are accountable

We respect the value of
teamwork & support one
another in achieving goals

We treat our colleagues with
how we'd like to be treated: with
kindness, courtesy and politeness

Honest



Openness



We are open,
transparent and
respectful.

We listen before we talk

We welcome people's differences
and encourage diverse input

We share information, but we
also know when something
needs to be confidential

We don't stay silent when we
have something to we speak up

We thank others for
their contribution

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Openness



Innovative



We think about
what's possible.

We seek opportunities to
make that difference

We learn from others &
our own mistakes

We challenge ourselves, and
each other to find new ideas

We strive to keep improving

We create solutions that other
people haven't thought of yet

Innovative



Collaborative



We achieve more when we work together.

We ask for, and offer, support when needed

We agree on who's doing what

We solve problems by working together

We trust and empower others to do their job well

We give and receive useful feedback

We give our best

Collaborative



Effective



We care about doing the best job we can.

We deliver reliability using our tried and tested processes

We design our solutions with people in mind

We see things through, until completion

We identify how the work we do leads to better long-term outcomes

We communicate clearly and frequently to set and manage expectations

Effective



Celebrating Success

Each month we celebrate individuals who are making an exceptional contribution and going above and beyond and we want to say thanks, recognising their efforts. This is just a small snapshot of the many nominations made every month;

“ For all his help and technical ‘know how’ in aiding us to transition and move this service away from the old force firewalls and onto the new firewall infrastructure. Ben came together with Alex and Kevin, they were a ‘team’ in the true sense and worked together to ensure all technical obstacles were overcome to ensure it was a success – and it was.

“ He has several large presales pieces of work to complete whilst at the same time also inducting a colleague into the business, he has had to work late over several days to make sure the presales documents were completed allowing us to create and send our proposals out to the clients on time.

“ Has been exceptionally helpful, jumping on calls and going through detail for a potential (now an actual) new client with me. I needed to make sense of everything and without hesitation Pete was there to check through as much as I needed, even offering to help more – he’s an absolute star!

“ He has always been a good role model and a great employee. David has been going above and beyond his role, including taking more responsibility and work than he can do within his hours. This has definitely been the case for the last few years. Despite that he is always willing to help where he can and even being there just to listen if needed.





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