



THE SEVEN MOST IMPORTANT THINGS ABOUT INZPIRE

WHY DOES INZPIRE EXIST?

Inzpire exists to create a revolution of honour, trust, integrity and excellence in the military-industrial relationship.

This is the fundamental purpose of our business and is the deep-seated underlying reason why we are all here.

We will achieve this purpose by:

- Charting a new and better course to serve defence and aviation customers in the UK and across the globe.
- Being an integrated and proud partner of the UK's Armed Forces – saving lives, saving money and promoting prosperity.
- Innovating, achieving cost leadership and embracing important challenges as a new-generation "Whole Force" partner.
- Looking after our team; who will look after the Armed Forces; who will look after the Country.
- Celebrating our Britishness, because we are a nation with a rich history of innovators, leaders and achievers.

WHAT IS OUR VISION?

A corporate vision is a 15-year view of the ultimate destination towards which a company is heading.

Inzpire's vision is to become the most trusted and respected defence company in the world.

We will achieve our vision in stages, starting with becoming the most respected and admired defence company in the UK.

WHAT IS OUR MISSION?

A corporate Mission is what a company must do every day in order to achieve its vision.

Our Mission is to excel in delivering innovative, world-leading products and services to each of our customers, and to continually surpass their expectations.

HOW DO WE DIFFERENTIATE OURSELVES FROM OTHERS?

Inzpire has very different DNA to other defence companies. The founding pillars that set us apart are these:

- Although financial success is essential to us, it is a by-product of what we do; it is not our driving force.
- We conduct business with a military ethos and values, thus building trust with our (mainly military) customers.
- We are a genuinely joint-Service organisation, drawing on the best of the entire UK Armed Forces.
- We employ a very high proportion of former military personnel, which creates an organisation that is immersed in the values and culture of its core customers.
- We care passionately about those who serve in the Armed Forces. We honour the Armed Forces Covenant and support the wider Armed Forces Community. We employ an ever increasing number of Reservists and military spouses.
- We seek out alternative perspectives and avoid "group think" by deliberately employing exceptional non-military specialists in many areas: systems and software engineering, finance, commercial, marketing and HR.
- We embrace speed of reaction, agility and innovation. We make decisions quickly and push decision making authority as far down the organisation as we possibly can.
- We are willing to take calculated risks to achieve our customers' strategic goals. Our customers' success is our success.
- We work hard but we believe work should be fun. Therefore, we encourage a positive, supportive working environment and embrace flexible working practices. And we celebrate our success!
- We believe in the power of shared ownership because we work best when we are all in something together.
- We are committed to building, as a team, a revolutionary organisation of which we are immensely proud.



WHAT DO WE DO?

Inzpire makes world-leading mission systems and delivers outstanding training and managed services to the military sector.

OUR VALUES AND BEHAVIOURS

Inzpire's values are written as behaviours because we try to live them. Our 7 values are as intrinsic to our people as they are to our overall organisation.

Striving for Excellence

We strive for excellence in everything that we do. We believe that excellence is not a single act but a habit; it is not an exception but a prevailing attitude. It's not what we say that matters, but what we repeatedly do. Excellence does not happen by accident. It involves study, preparation, determination, experience and sheer hard work.

Being Customer Focused

Our customers are the most important people in our world. They are not dependent on us; we are dependent on them. They are not an interruption in our work; they are the purpose of it. They are not outsiders in our business; they are effectively part of it. We value the opportunity to serve them and we treat every one of them as special.

Acting Ethically and with Integrity

We will always conduct our business with the utmost integrity, regardless of the outcome. We will do the right thing simply because it is right. We will always act within unwavering ethical principles and we will have the courage to say no and walk away from business when that is required.

Practicing Empowerment

We believe that trust and empowerment are the ultimate force multipliers. We understand that, once people are truly trusted, they transcend apparent limits, and discover new and amazing abilities of which they were previously unaware. We believe that the best way to find out if you can trust someone is to actually trust them.

Being Proactive

We believe that we cannot sit down and wait for opportunities to come to us. We realise that we must get out there and find them. We have far more respect for the person with a single idea who actually makes it happen than for the person with a thousand ideas that remain forever stuck in his head. We think the best way to ensure our success is to take the initiative and to create it ourselves.

Taking Personal Responsibility

We believe in taking personal responsibility for our actions. If something goes wrong we will learn the lessons from it, and take personal responsibility for making things better in future. We are not interested in who is to 'blame'. We see blame as being about fault but responsibility as being about honour. These are not the same thing - responsibility engenders growth, whereas blame stymies it.

Embracing Teamwork

We genuinely believe in the ethos of 'one team with one vision'. We value our own staff, and work hard to ensure that we are all engaged in a single synchronistic business effort. No one person is more important to the company than any other. Our ethos is that the person that passes the ball to the scorer, or the person who originally started the attacking manoeuvre, is just as important as the person who scores the goal. If we do not care who gets the credit, it is amazing what we can achieve by working together.

OUR STRAPLINES

We have 4 powerful straplines through which we communicate the 'essence' of Inzpire to our customers:

- **A Revolution in the Military-Industrial Relationship**
- **One Team, One Vision**
- **Designed by Service Personnel for Service Personnel**
- **Revolution in Defence**