

GOING BEYOND GUIDE

SWR

WE GO BEYOND



**WE GO
BEYOND
EVERYDAY**

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SWR

WE GO BEYOND



OUR STORY



FOUNDED IN 1989, SWR HAVE GROWN FROM A SMALL STORE AND WORKSHOP IN HEMEL HEMPSTEAD TO A LEADING PROVIDER OF BESPOKE WIRE ROPE SOLUTIONS WORKING THROUGHOUT THE UK AND BEYOND.

From starting life as a supplier of steel wire rope, over the years we have developed our services and capabilities, and now work across a vast array of sectors and industries. This desire to diversify has enabled us to grow and our divisions now include Wire Rope & Assemblies, Garage Door Trade Spares, Home and Outdoor, Balustrade systems and we're always seeking new opportunities.

That said, since our beginnings, we have remained passionate about what drives and connects each of our businesses - our people, customer and community.

This passion is built on our commitment— **WE GO BEYOND.**

From the products we supply, to the solutions we provide, SWR go beyond to deliver excellence as standard.



“I had a vision to build a company with great values, with the ability to diversify into new products and markets - whilst keeping customers and quality at our core.”

John Bates - Founder - 1989 to Present

WE GO BEYOND FOR OUR PEOPLE

Our people, our customers' people, and the people in our community. **WE GO BEYOND** to make sure that everything we do honours that tradition.

Yes, we are highly knowledgeable, with decades of experience and expertise in everything we do. But it's in our DNA to be friendly too. Delivering our service with honesty, integrity and a smile.

We listen to challenges and work collaboratively to find solutions. We care about every task, big and small. We obsess about service and a job well done. And we're humbly proud of what we achieve, together.

We might not always shout the loudest. Our prices might not always be the lowest. But rest assured, if you need a partner who's with you every step on every job.

YOU CAN ALWAYS TRUST SWR TO GO BEYOND.

SWR WE GO BEYOND



WE GO BEYOND FOR OUR CUSTOMERS

PEOPLE AT OUR CORE is the cornerstone of our values, and an integral part of everything we do here at SWR. Over the years, our passion for exceeding customer expectations has become fully engrained in our behaviour.

We benchmark ourselves against industry leading companies and we are extremely proud of our best in class NPS score of 96, which we feel supports our efforts and reassures customers that we are serious about service.

It has become the norm at SWR for our people to constantly challenge the way we do things and come up with solutions for improvements, we no longer accept a casual 'it's just the way we do things around here' response. This has had an immense effect on team morale, and of course our valued customers.

YOU CAN ALWAYS TRUST SWR TO GO BEYOND.

SWR WE GO BEYOND



WE GO BEYOND FOR OUR COMMUNITY

WE GO BEYOND THE DAY JOB - Supporting our local community is very important to us, and as such we are always looking at ways to get involved with local schools and charities.

We work with a local school, Astley Cooper, as an Enterprise Advisor Partner, bringing business and education together to help solve the disconnect between employers and young people. We also support their Work Based Learning Programme - an innovative programme which helps students into the work place through long-term work experience. It is a real pleasure to support a young person's introduction to working life.

We have always encouraged and actively supported local charities, for example our annual SWR bike rides, where our team members have taken on some very challenging voyages. Such as a gruelling 130 mile journey from the Roman Theatre of Verulamium, St Albans to The Roman Baths, Bath in support of the Hospice of St Francis.

YOU CAN ALWAYS TRUST SWR TO GO BEYOND.



WE GO BEYOND



WE GO BEYOND OUR VALUES

Beyond Teamwork

We work together with customers, partners and colleagues to find the best solution for every challenge.

Beyond Quality

We embrace a growth mindset. We always strive to deliver excellence and are open minded to keep improving and learning.

Beyond Solutions

We listen, we understand and with humility and integrity, we deliver.

Beyond Expectation

We deliver results by striving to exceed expectations in everything we do. Satisfied is unsatisfactory.

Beyond the day job

When we can, we do what we can, to go above and beyond to support each other and our community.



“SWR Group strives to ensure it is a good place for its employees to work. Everyone in the business gets along, and everyone respects other people’s views and opinions.”

Josh Marchant - Former Apprentice, Now Manager

“Reaching the IIP Gold Standard is an achievement which puts SWR in the top 15% of IIP organisations, and one that the whole team should take significant pride in.”

Richard Budd - IIP Assessor

OUR MISSION

WE GO BEYOND for our customers, our colleagues, and our community, in everything we do, everyday.

OUR VISION

To be trusted as a company that prioritises people over profit, delivering beyond expectations, every time.

OUR PURPOSE

To make life better.

purchasing documents BOMs
 communication
 spares sales
 order processing
 business support paperwork
 customer service
WE GO BEYOND
 teamwork administration couriers
 organisation scanning
 professional operations

SWR GROUP - WHERE PEOPLE COME FIRST

Our people are **capable** people.
 From the largest project to the smallest detail, we're driven to deliver excellence always.

Our people are **can-do** people.
 Whatever it takes, if it can be done, we'll get it done.

Our people are **humble** people.
 Hard working, dependable and loyal.

Our people are **proud** people.
 Passionate about customers. And a job well done.

Our people are **great to work with** people.
 Approachable, friendly and fair.

Our people are **teamwork** people.
 Respectful of each other and stronger in partnership.

Our people are **do the right thing** people.
 Great at what we do. And great to work with.

From humble beginnings, our proud pedigree spans 30 years of excellence. Our people come from all walks of life. From local youngsters who we've given a start in life, to highly experienced professionals with decades of expertise.

We now export to 50 countries around the world, but still are - and always will be - driven by the same core culture which **puts people first**.

On every job.
 Every day.
 In every way.
 We go further.

We go beyond Wire Rope.
 We go beyond Balustrade.
 We go beyond Trade Spares.
 We go beyond Home and Outdoor.

Because when it comes to our customers.
 Our community. And each other.

We Go Beyond.





We lead transparently, both internally and externally, taking on people's ideas, thoughts and suggestions. Mistakes are seen as a positive learning opportunity, we involve everyone, and nothing is ever hidden or covered up.

We look beyond the norm, and lead in a way that puts people at our core. We don't always look for the solutions as a leadership team. We empower our people to look for solutions and involve people in decision making.

We encourage everyone in the business to go the extra mile and celebrate when we see teams/individuals going Beyond Expectations. We shout about successes, put recognition at the forefront and make every feel valued.

We encourage people to proactively look at how they develop, get involved in working groups, projects or community work. We have regular conversations to enable people to fulfil ambitions, on both a personal and business level.

We lead as a team, and don't believe in hierarchy. We insist on collaboration and joined up thinking. Accountability, transparency, communication and openness is promoted. We encourage front line teams to influence our strategy.

MENTAL HEALTH FIRST AID / EAP

We recognise the importance of mental health support and will continue to provide our employees with confidential, non-judgemental emotional support.

We have signed up to a new Employee Assistance Programme (EAP) through Health Assured, which provides our employees with external and impartial mental health support.

We continue to focus on how we put our people at the core of everything we do, with unlimited access to services such as self-help video guides, breathing techniques and 24/7 support.

Not only have we reached out to local counsellors to build relationships, we now have 5 mental health first aiders available whenever anyone needs to talk and over 30 members of staff have attended a mental health awareness course.

When we can, we do what we can, to go above and beyond to support each other and our community.



SWR

STEEL WIRE ROPE

With a proud pedigree spanning 30 years, we source, design and produce quality-assured steel wire rope solutions, bespoke to your exacting needs. We're straight-talking, no-nonsense and with you every step of the supply chain to deliver beyond expectations.

Because when it comes to Steel Wire Rope, for quality, expertise, service and supply...

WE GO BEYOND

Founded: 1989
Website: steelwirerope.com



WE GO BEYOND

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TRADE SPARES

We hold the largest stock of garage door trade spares in the UK. With our unrivalled knowledge of the industry, an easy-to-use app and a friendly team of experts on hand, we meet and exceed your expectations on speed and service, every time.

Because when it comes to trade spares...

WE GO BEYOND.

Founded: 1991
Website: swrtradespares.com



WE GO BEYOND

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HOME & OUTDOOR

We supply and install a carefully hand-picked range of high quality, home and outdoor products. All to the highest of specification, fitted with all the care and quality you'd expect from one of the UK's premier suppliers of home and outdoor lifestyle products.

Because we know your home is your greatest asset...

WE GO BEYOND.

Founded: 1997
Website: swr-installations.com



WE GO BEYOND

SWR

BALUSTRADE

From design to installation of your balustrade system, we turn your vision into reality. From large commercial to small domestic projects, our experienced, friendly team is on hand to guide you through the entire process. And for complete peace of mind, all our installations meet regulatory and industry standards.

Because when it comes to safety, quality and service...

WE GO BEYOND.

Founded: 2006
Website: swr-balustrade.co.uk



WE GO BEYOND



WE GO BEYOND OUR PRINCIPLES

BEYOND Teamwork

Get in Sync

- Have Thoughtful Disagreements
- Reasonable Back-and-Forths to Evolve Thinking
- Quality and Reasoned Dialogue in Open and Assertive Ways
- Measurable Effort to See Things Through Each Other's Eyes
- Commit to "Finding Out What is True", Keep Going Until it "Makes Sense"
- Consider Your Impact on Others
- Remember "What Was Said" and "What Was Heard" are Rarely the Same
- Abide By "Agreed Upon Ways" for Disagreements
- Take Care of the Written Word - Misinterpretation = Misunderstandings

Communicate Openly

- Be Transparent So Others Don't Need to Ask
- Speak Openly, Honestly, Regularly and Candidly (All Truth's Spoken)
- Ensure All Have the Right to be Heard and Understood
- Nobody Has the Right to Critical Opinion Without Speaking Up
- Not "Blame and Credit", Make it "Accurate or Inaccurate"
- Only Say Things About People You Would Say to Them Directly
- Ensure a Constant Flow of Performance Feedback

Embrace Your Strengths and Weaknesses

- Discover, Acknowledge and Embrace Strengths and Weaknesses
- Encourage the Same in Others

BEYOND Quality

Fail and Fail Well

- Welcome the Right Kind of Failure
- Don't Feel Bad About Your Mistakes or Those of Others
- It is Unacceptable not to Identify, Acknowledge and Learn from Failure

Display a Growth Mindset and Learning Orientation

- Practise Curiosity - the Difference Between Knowing and Discovering
- Seek Different Perspectives - Welcome Ideas and Creativity
- Cultivate Learning - Encourage, Recognise and Reward Willingness to Learn
- Create Opportunities for Personal Development
- Develop Amazing People - Coach and Share your Wisdom and Knowledge
- Seek Feedback and Frame as Learning Opportunities for Growth and Development

BEYOND Solutions

How to be Part of the Solution

- Search for Problems - They Exist and are Waiting to be Found
- Encourage Problem Sharing and Regular Feedback
- Don't Assume People Will Bring Problems to You
- Be Specific, and Always Start With Specifics
- Fix or Escalate, Don't Let it Roll
- Find Patterns, Connect to People (not blame) "Jason's Report Was Late"
- Diagnose Well - How Bad is the Outcome? Who is/was the DRI? Did They Have the Capabilities/Capacity? Was Organisational Design at Fault?
- Perceive and Don't Tolerate Problems
- Watch out for the "Frog in the Boiling Water Syndrome"

BEYOND Expectations

Be Results Orientated and Set High Standards (Performing or Growing?)

- Set and Communicate Clear Goals
- Stretch Wherever You Can - Both Yourself and Others
- Feedback Constantly - Recognise You Can't "Over Feedback", but it is Easy to "Under Feedback"
- Evaluate Performance Accurately

Recognise High Performance

- Give Credit Where it's Due, Differentiate Between "Over & Above", not "Day Job" and Reward Accordingly
- Don't Take Others Credit
- Actively Spread the Word - Acknowledge and Share Good News
- Attribute Success Proportionately and by Value

Make High Quality Decisions

- 2nd and 3rd Order Consequences are Always Considered
- Evidence and Believability Based
- Weighted and Informed
- Stages - 1. Learn Everything From All 2. Decide. Don't Mix the Stages

Manage Situations Accordingly

- Understand Differences Between Managing, Micro-Managing and Not Managing
- Don't Put Off Small Things



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