

# Timberwise

SPECIALIST PROPERTY CARE & PRESERVATION



## The Timberwise Blueprint







Mark Edwards  
Managing Director

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Please accept this personal copy of 'The Timberwise Blueprint'. This document has been produced to offer you greater understanding on the future direction of our business and, more importantly, how you can support us in the future.

Our 'Blueprint' sets out the reasons why we want to grow, our purpose and vision for the future, the critical areas on which we need to focus and the importance we attach to our culture and values.

Timberwise continues to grow and we continue to learn new skills, develop our existing methods of operation, improve our service delivery to our customers and maximise the sales and revenue potential of our products and services.

Our plans for the future are ambitious. We aim to be recognised as the leading business in the property care, preservation, waterproofing and radon market. We also aim to be the performance benchmark for our industry.

With your support we can achieve this.

I know you are aware and proud of the success we have enjoyed in the past. This 'Blueprint' will help all of us focus on the activity required to ensure we continue to be successful in the future.

Thank-you in advance for your support.

Mark Edwards  
Managing Director





# The reasons why we want to grow Timberwise:

## The People Opportunity

Growing and expanding our company creates new opportunities for everyone in the Timberwise organisation.

This includes career progression, the development of skills and knowledge, real job satisfaction as well as reward and recognition. Enabling everyone to grow and succeed, in turn, helps our business to grow and succeed.

## The Shared Experience

We want to involve everyone in our growth journey by maximising their talent, experience and expertise in such a way that they are able to contribute towards our shared future success. At the same time we want to create a unique work experience and a business of which we can all be truly proud.

## The Timberwise Spirit

We pride ourselves on the unique Timberwise spirit where everyone has a sense of fun and belonging to the team.

## The Industry Leader

We have a great deal of experience of our market and will be the most significant player in the industry. Not only do we want to be known as the best, we want to be known as the only ones who do what we do. We want to be the industry leader.

## The Potential

We want to create a truly great business where everyone strives to maximise their potential. At the same time we want to maximise the commercial potential for our organisation and the Timberwise brand.

# OUR VISION

**At Timberwise we are working together to be the leading expert in specialist property care, preservation, waterproofing and radon mitigation.**

Our ultimate aim is to be the UK's go-to expert in specialist property care, preservation, waterproofing and radon mitigation.

Our advice, surveys, workmanship, products and services help our customers look after and improve their property assets. We focus on providing solutions to our customers' property care, preservation and waterproofing needs.

Our purpose is to improve people's quality of living.

To achieve this we will:

- Constantly innovate our products, services, methods and systems for the benefit of our customers, company, partners and colleagues.
- Be respected by our customers and suppliers, and envied by our competitors because of our reputation for professional expertise, skilled workmanship and delivering on our promises. We will be the performance benchmark for our industry.
- Build successful, mutually beneficial relationships with our customers, suppliers, partners and colleagues. Trust, respect and integrity will be key to achieving this. We will constantly look for ways to enhance these relationships.

This is of particular importance within the commercial sector of our business where mutually beneficial relationships are key to our success.

- Work hard for our customers, suppliers and each other, taking our responsibilities to each of these business partners seriously – we will give our best to them and we expect the best in return. We will take pride in being accurate, ethical and professional in all that we do. We will aim high and set and demand high standards.

Above all else we will deliver excellent and on time customer service.

- Create a strong brand in the marketplace that is recognised for all we stand for
  - Honesty & Integrity, Reliability and Teamwork that together make up the Timberwise Spirit.
- We believe that everyone in the business makes a difference and we wish to create a dynamic, exciting and fun place to work where everyone is individually responsible for performing to their best. We will attract, retain, and inspire people to give their best. We will provide a vehicle for personal development by providing comprehensive training, supportive management and a stimulating and challenging work environment.
- We take personal responsibility for our own development by continuously improving our skills and knowledge. We want everyone to be as good as they can be, to learn new skills and to develop as a result of their time with us. We will be the employer of choice and as such people will aspire to work at Timberwise.
- Retain existing customers and attract new customers because we deliver more value than any of our competitors, both in terms of what we do and, more particularly, how we go about it. We will enjoy working together with our clients to ensure that every single one is happy to act as a reference for us.







*"How will we achieve our vision?"*

## **To achieve this vision we need to focus on the following 12 Critical Success Factors:**

### **1. Sales Performance**

To consistently exceed budgeted Sales targets.

### **2. Quality & Production Performance**

To consistently exceed budgeted Production targets through timely planning and commitment to the highest quality.

### **3. Financial Control & Investment**

To enhance our investment needs by managing our costs and maintaining positive cash flow.

### **4. Excellent Service**

To exceed our customer needs by on time consistent excellent service.

### **5. Timberwise Brand**

To raise the profile and awareness of the Timberwise brand.



## 6. Leadership

To provide strong leadership and direction to everyone connected with our organisation.

## 7. Systems & Processes

To develop appropriate systems and processes to improve our operational efficiency and effectiveness.

## 8. Innovation

To constantly improve and develop our products, services and mode of operation.

## 9. Knowledge & Skill Base

To improve the level of knowledge, skill and expertise of everyone across all areas of the business.

## 10. Relationship Building

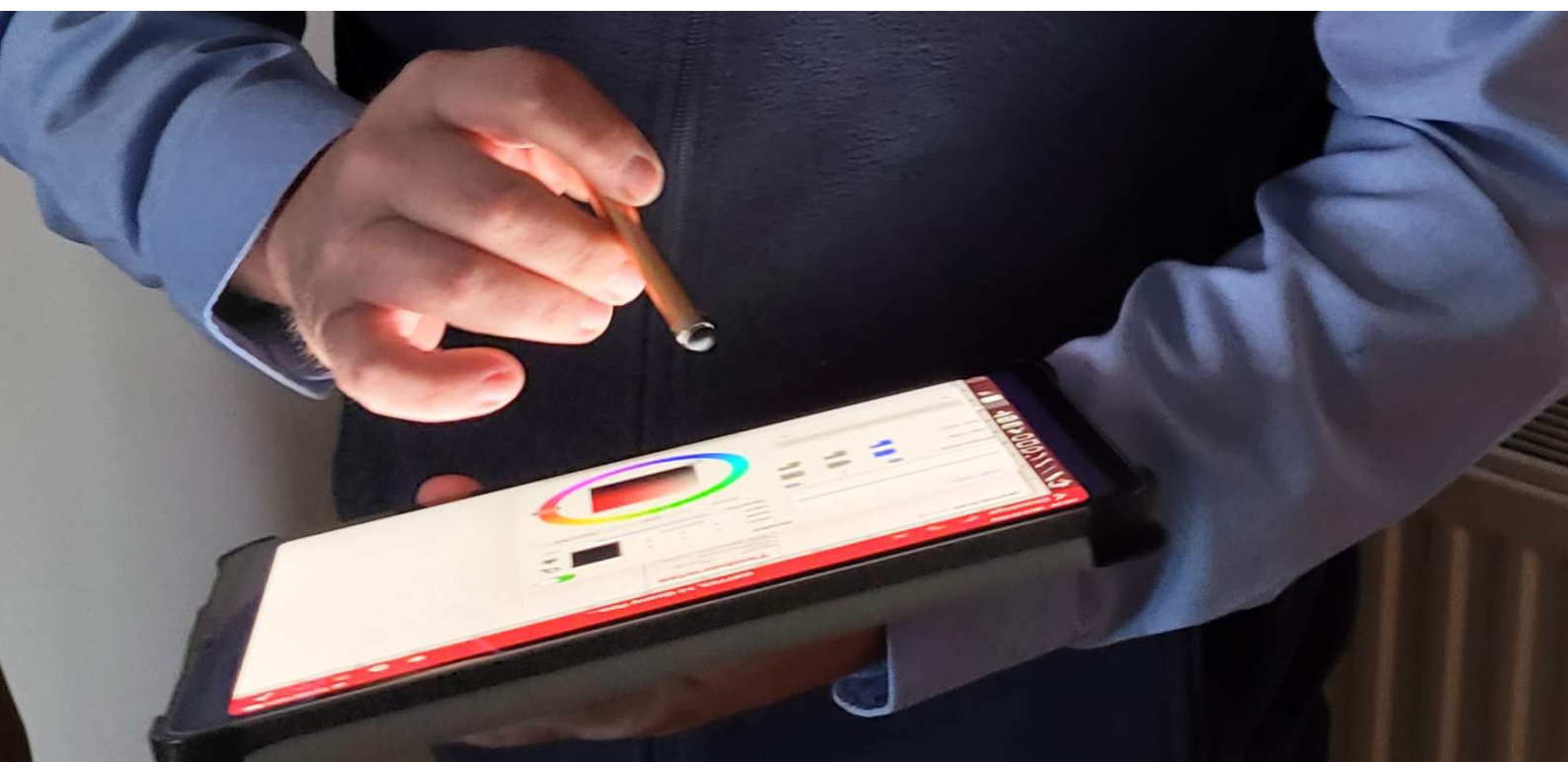
To develop effective, long term relationships with our customers, colleagues, suppliers and partners.

## 11. Integration Of Acquisitions

To integrate future acquisitions seamlessly into our organisation.

## 12. Motivational Climate

To develop and sustain a high performing, achievement driven and rewarding culture.







# OUR CULTURE

## **Our behaviours, beliefs and values help shape the unique culture within Timberwise.**

People at Timberwise work hard and enjoy life. They take personal responsibility for their contribution to our success and they support and protect our unique culture and values.

We communicate clearly and confidently. We are open, positive and effective in our communication with customers and colleagues at all levels. We respect the contribution that everyone makes to our business and when the going gets tough we work together to get the job done. We are honest and respectful to everyone and are considerate of the impact our actions may have on others.

We look smart, modern and professional. We are organised, neat, clean and tidy which helps us to work smart and safe. We are up to date, competent and skilled in what we do. We set and meet high personal standards within our role.

We "know our stuff" and we tell it how it is, making things easy to understand. We know what we are talking about and how good our products and services are. We always keep our promises and importantly are on time in everything we do.

We are proud in our work and are great people to do business with.



# OUR VALUES

**Our Values describe what is at the core of Timberwise. Developed over five decades, our values are what make us different from everybody else. As such, we are proud of our values and all that they stand for.**

## Honesty & Integrity

We tell the truth. We are trustworthy, genuine and sincere and we stick to our principles. Openness and honesty are key parts of our professionalism and through openness we are able to communicate freely with everybody connected with our business. Our integrity is never in doubt.

## Reliability

We are dependable. We can be trusted to deliver the highest standards of professionalism and quality in our service to our customers and to each other. We pride ourselves on our reputation for professionalism within the market place. Our customers have the utmost confidence and trust in the Timberwise ability to provide them with a professional experience that not only meets, but exceeds their expectations. Through listening and understanding our customers' needs we are able to provide them with quality advice and solutions in a timely manner.

## Teamwork

We are a group of people who are organised to work well together. We have a shared vision. We believe that everyone, in every part of our business has an important part to play. We are seen by our customers as a valued member of their extended team.

## Spirit

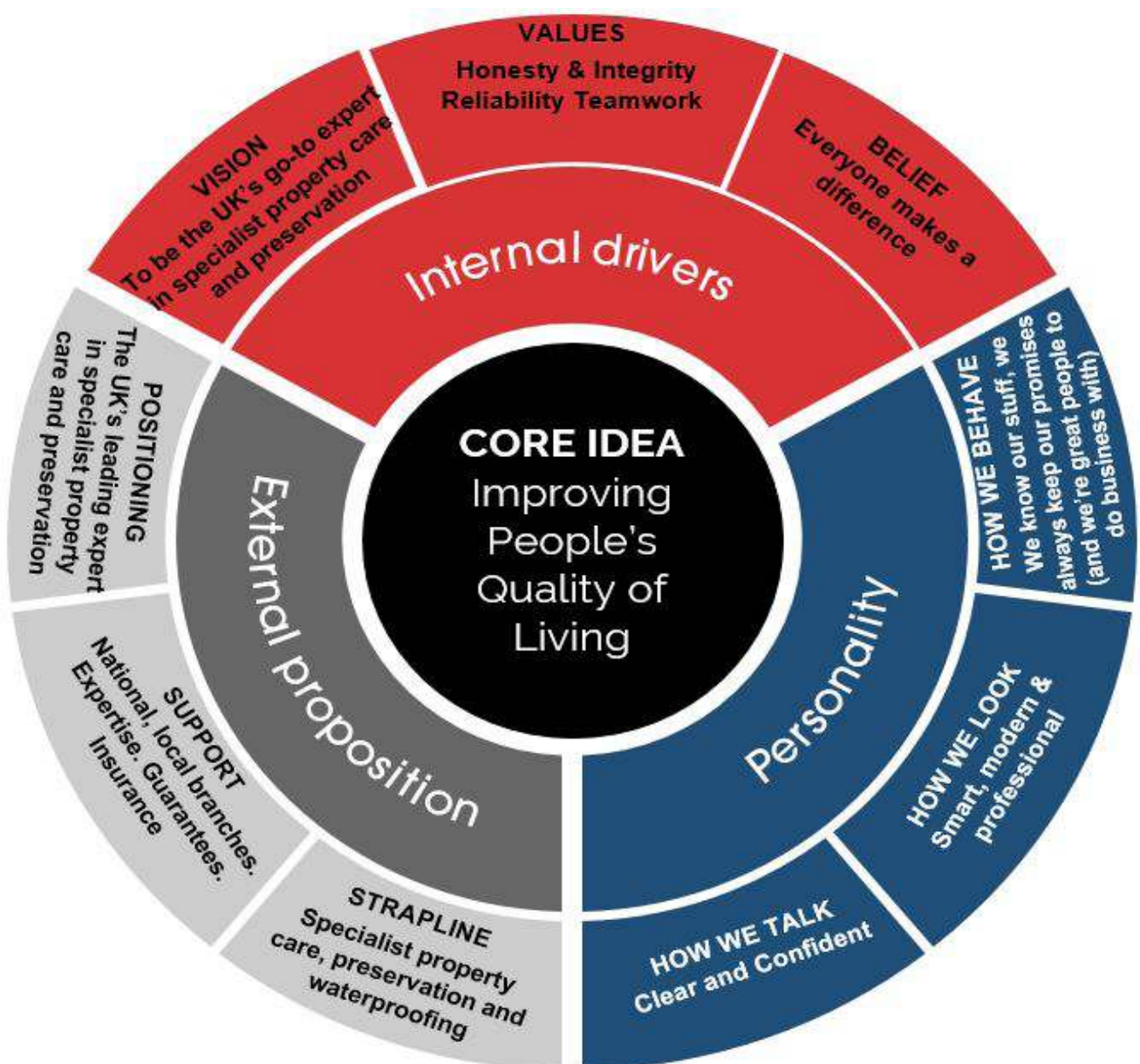
These three elements above make up the Timberwise Spirit. Spirit is the unique atmosphere throughout Timberwise and reflects the attitude and enthusiasm of us all. We work and play as a team, at all times respecting the contribution that each and every individual can make within our business. Helping and considering others builds confidence and trust which forms a key part of this "Timberwise Spirit".

Our spirit is infectious, and our pride and passion for our business is inspirational for all those who come into contact with us.

We are all proud to be a part of the Timberwise family.



# BRAND GUIDELINES





**Timberwise**

SPECIALIST PROPERTY CARE & PRESERVATION

# YOUR THOUGHTS

# **Timberwise**

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