

## VISION

Aster is ready for the future

## PURPOSE

Enabling transformation across the business, while ensuring colleagues have the technology they need to do their jobs, proactively communicating internally and externally and supporting our employees with a people-focused team.

## Key Objectives...

### BEING KNOWN AND TRUSTED

- Developing an evidenced based approach to becoming an influencer
- Creating wider brand awareness where it supports our corporate objectives
- Enabling our employees to have influence over decision making
- Creating an alumni where we remain connected with talented colleagues
- Building a future talent pipeline that's fit for the future and inclusive
- Ensuring we're proud of the experience we provide to our customers
- Develop a new approach to reward and recognition

### BEING DIGITAL

- Supporting the Digital Plan
- Ensuring all colleagues are comfortable working digitally
- Equipping our people with the right tools they need to do their job
- Collaboration with the Contact Centre for first line support

### BEING CONNECTED

- Connecting everyone with our Corporate Strategy
- Keeping colleagues connected with one another while working remotely
- Developing the intranet to support collaboration across the business
- Developing an approach to working more effectively as One Aster
- Increase connectivity through social events
- Ensuring colleagues have access to all the systems they need to do their job
- Creating a new Aster Welcome (onboarding)

### BEING PREPARED

- Understanding what work will look like in the future and how it impacts our business
- Preparing our colleagues for change and developing more resilience
- Addressing the needs of a multi-generational workforce
- Understanding the talents we have across the business

### BEING THE BEST YOU CAN BE

- Creating the right environment where coaching is our default management style
- Create a SMART working programme
- Continue to develop our wellbeing offer
- Using restorative practice as our default approach
- Having better insights about yourself and your colleagues to work better together