

These are Goal7's Rule of 15 principles – we believe these are the basis for sustainable business.



15 for the BR



01 Backoffice is Basecamp

Value people at all levels. Business is a team sport. Successful businesses are made of strong leaders backed by solid support teams.



02 Champions for Change

Keep the competitive edge. Business is not a constant. Learn from mistakes, and be prepared to pivot. Nothing is perfect.



03 Share a Vision

And have a purpose. Focus people on common goals. They have to believe to deliver their best.



04 Responsible People

Be accountable, take ownership, and take action. Allow others to be creative and grow.



05 Learning for Life

Reward and incentivise personal development. Encourage collaboration, sharing ideas, and mentoring.



06 For the Many

Not the few... People have the right skills, expertise, and can function effectively. Teams built on their ability to work together and deliver.



07 Prepare a Plan

For the short-, mid-, and long-term. Plans with vision and purpose. Develop the plan, push the limits. Remember, the best laid plans can, and will change.



08 Aim to Win

There are no differentiators in mediocrity. Apply skills, experience, and imagination for the best outcomes each time.



09 Decisive in Decisions

Be inclusive and bring everyone along. Decisions made with the relevant inputs and aligned with vision and mission.



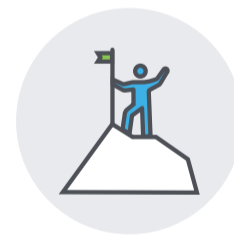
10 Transparency in Transactions

No spin, no greenwash, good ethics. Business transactions based on their impacts, economics, science, risk profile and made with sustainability conscience.



11 Create a Brand

Get recognised for it. Have people create their own brand, strengthening the business. Business is built on people and relationships.



12 Set the Standard

Continuously improve the standard. When the standard is met, raise the bar. We become better at what we do and find different ways to do it.



13 Inclusive Culture

We know who we are and we are proud of it. This is the way we do things: We're inclusive, diverse, and collaborative.



14 Pride in History

Build a good reputation and improve. Aim for the next day being better than the last. Handover something which can be built on.



15 Safeguard the Future

The world changes, move with it. Keep an eye on the road ahead and work with the world, not against it.