

THE LOWTHER-ROLTON CHARTER

Our Company culture reflects the beliefs, values, and behaviors of everyone who has dealings with our Clients irrespective of frequency of those dealings.

The Management of our Company, steeped in proud tradition, ensures, rather than assumes, the inner workings of the team is effective. We evaluate the team member's needs and address any issues therein to ensure the harmony and welfare of our team remains intact as we continually research and develop ways to enhance our team further.

A harmonious and healthy team projects to any Client positivity, professionalism and, more importantly, the confidence that we deliver the quality, which our competitors can only aspire to.

Our unquenchable desire to be the best at what we do starts from a base, only we as a team, can build.

The key factors to the success of our group is underpinned by the following;

- **Ensuring our senior staff assist other team members in the broadening of their skillset, which in turn provides them with the motivation and confidence to accomplish their personal goals.**
- **Fostering and nurturing creativity, which emanates from all levels within the Company**
- **Maintaining our focus on extracting, cultivating, developing and utilizing the intelligence we possess within our team as a priority focus in exchange for further expansion of the Company.**
- **Ensuring quality is in the detail of everything we do.**
- **Practice effective listening techniques especially within Senior Management.**
- **Adopt mentoring roles where and when possible to develop our most valuable assets, our people.**
- **Be supportive of each other irrespective of position and ensure everyone understands their role in what we do is no less important as any other member.**
- **Continue to provide the professional guidance deemed necessary to support all members of our team, who have a 'can-do' attitude.**
- **Ensure our team members understand and are frequently reminded of their worthiness and are treated as people not numbers.**
- **Ensuring our team have an understanding of all aspects of the Company.**
- **Maintain a flexible approach, extending that flexibility to balance family and work commitments.**
- **Provide working conditions where personnel look forward to coming to work and enjoy each challenge as it presents itself.**
- **Embrace reliability and trustworthiness with the passion it deserves.**
- **Project our "family image" at every opportunity that presents itself, both within and outside the company.**
- **Provide sufficient direction and reward those that embrace this direction with empowerment to make decisions, which instills confidence in each team member and further strengthens the Company's ability to be a professional and fully functional unit.**
- **Promote our Company as one that considers self-respect and the value of its team members, a core asset.**

The success of the Company relies totally on the functionality of its team members to ensure we continue to outperform our competitors.

The responsibility for the maintenance of such a team is that of the management, for which those in management positions shall be accountable.