



MICK GEORGE 

THE MICK GEORGE WAY

HOW WE **WORK**. HOW WE **LEAD**. HOW WE **GROW** - OUR
CORE VALUES ARE AT THE CENTRE OF EVERYTHING WE DO





WELCOME TO THE MICK GEORGE WAY

Mick George have always been driven by the determination to do things the right way. As our business continues to grow and evolve as part of Heidelberg Materials UK, it is more important than ever that we share a common purpose and a consistent way of working.

The Mick George Way is more than a set of values. It is our commitment to one another, to our customers and to the communities we serve. It defines the behaviours we expect from ourselves every day, regardless of our role, location or level within the business.

Our four core values Accountability, Transparency, Customer First and an Entrepreneurial Mindset are built on the foundations of Safety First, Teamwork and Pride. Together, they will guide how we make decisions, solve problems, support each other and continue building a stronger business for the future.

Every one of us has a part to play in bringing these values to life. They are not simply words in a booklet; they are the standards by which we will lead, recognise success and hold ourselves accountable.

James Whitetaw

Managing Director – Aggregates, Asphalt
& Recycling (North Region)



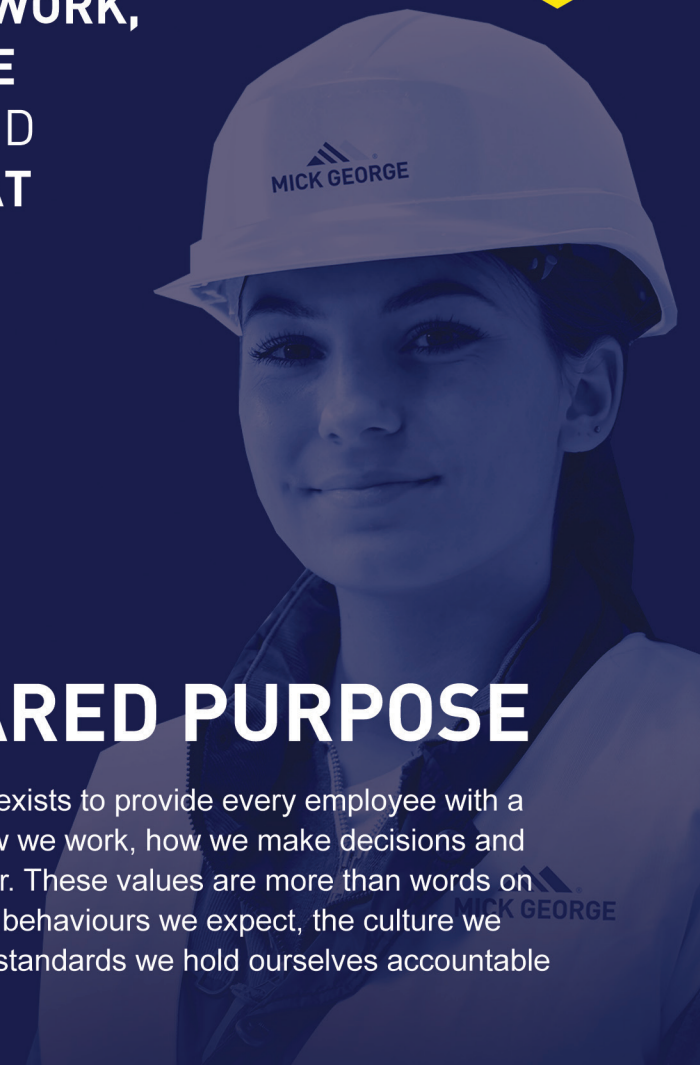
A CLEAR FRAMEWORK
FOR **HOW WE WORK,**
HOW WE MAKE
DECISIONS AND
HOW WE TREAT
EACH OTHER



OUR SHARED PURPOSE

The Mick George Way exists to provide every employee with a clear framework for how we work, how we make decisions and how we treat each other. These values are more than words on a page, they define the behaviours we expect, the culture we want to create and the standards we hold ourselves accountable to every day.

By living these values consistently, we will make better decisions, deliver a better experience for our customers, support each other as colleagues and build a stronger, safer and more successful business for the future.



OUR FOUNDATIONS

Everything we do is built on the foundations of Safety First, Teamwork and Pride. These principles shape our culture, guide our decisions and define how we serve our customers, support our colleagues and grow our business.

Our foundations are the unwavering principles that underpin The Mick George Way. They are not just important, they are non-negotiable. They provide the platform on which our values, behaviours and decisions are built, ensuring we work consistently, safely and with integrity every day.

BRINGING THEM TO LIFE

When we live our foundations every day, we create an environment where people feel valued, supported and empowered to do their best work. They help us build stronger teams, make better decisions and deliver outstanding experiences for our customers.

STRONGER TOGETHER

Our three foundations support our four core values and define the culture we are building together. They encourage us to look after one another, take pride in our work, embrace responsibility and continually strive to improve everything we do.

Together, they ensure that every decision we make reflects who we are as a business and what our customers, colleagues and communities can expect from Mick George.

“ **EVERYTHING WE DO IS BUILT ON THE FOUNDATIONS OF SAFETY FIRST, TEAMWORK AND PRIDE...**



01

ACCOUNTABILITY

OWN IT. SOLVE IT. DELIVER IT.

We take ownership of our actions, decisions and results. We don't wait for someone else to solve problems. We take responsibility, make decisions and focus on finding solutions.

AT MICK GEORGE WE:

- > Own problems and see them through to resolution
- > Are visible and approachable
- > Focus on solutions, not excuses
- > Make decisions and take action
- > Hold ourselves and others accountable
- > Deliver on our commitments
- > Learn from mistakes and move forward



**OWN PROBLEMS
AND SEE THEM
THROUGH TO
RESOLUTION**

02

TRANSPARENCY

OPEN. HONEST. CONSISTENT.

We communicate openly, honestly and consistently. We believe trust is built through transparency. We share information, provide clarity and ensure people understand the reasons behind decisions.

AT MICK GEORGE WE:

- > Are open and honest
- > Share information appropriately
- > Communicate clearly, respectfully and through the appropriate channels
- > Remove silos and work collaboratively
- > Treat people fairly and consistently
- > Give constructive feedback
- > Respect each other

“ WE BELIEVE
TRUST IS
BUILT THROUGH
TRANSPARENCY



03

CUSTOMER FIRST

MAKE IT EASY. MAKE IT HAPPEN.

Customers are at the heart of every decision we make. We strive to be the easiest business in our industry to work with by providing excellent service, solving problems and delivering on our promises.

We make sure our customers always feel valued.

AT MICK GEORGE WE:

- > Put the customer at the centre of our thinking
- > Focus on solutions
- > Explain what we can do, not just what we can't
- > Are easy to do business with
- > Respond quickly and professionally
- > Deliver a consistent customer experience
- > Build long-term relationships
- > Go the extra mile

“ WE STRIVE TO
BE THE EASIEST
BUSINESS IN
OUR INDUSTRY
TO WORK WITH



04

ENTREPRENEURIAL MINDSET

THINK BIGGER. MOVE FASTER. DELIVER MORE.

We think like owners and act with urgency. We are agile, commercially aware and always looking for opportunities to improve. We embrace change, learn from mistakes and continually seek to improve safety, service, efficiency and performance.

AT MICK GEORGE WE:

- > Act with urgency
- > Think commercially
- > Take ownership of opportunities
- > Are agile and adaptable
- > Think on our feet
- > Innovate and improve
- > Think about what's best for the Group



“ ALWAYS
THINK
BIGGER



OUR MISSION STATEMENT



TO BE THE **MOST TRUSTED** AND **EASIEST BUSINESS** TO WORK WITH BY LIVING **THE MICK GEORGE WAY** EVERY DAY. THROUGH **ACCOUNTABILITY, TRANSPARENCY, PUTTING CUSTOMERS FIRST** AND AN **ENTREPRENEURIAL MINDSET**, WE WILL **BUILD STRONGER RELATIONSHIPS, DELIVER EXCEPTIONAL SERVICE** AND **CONTINUALLY IMPROVE EVERYTHING WE DO.**

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