**7 values, 7 competencies**

**Competencies:**

**Number 1 – Customer Excellence.** It’s about being obsessive about delivering memorable experiences to our visitors and equally brilliant service to internal customers.

**Number 2 – Communication.** It’s speaking. And. Writing. Clearly. And. Confidently. It’s looking for, and listening to, lots of different points of view. Even those you don’t agree with.

**Number 3 – Engagement.** Not diamond rings. Engagement means living and breathing The Merlin Way ourselves and by helping and encouraging other people to be amazing, too.

**Number 4 – Improvement.** Actually, it’s continuous improvement; always wanting to do better. How? By coming up with ideas that are creative, or innovative, or shake things up.

**Number 5 – Solutions.** Most people can identify problems – “Look! That’s a problem!”. See? Easy. Identifying solutions takes a touch of magic, especially difficult problems, too.

**Number 6 – it’s attention to retail, sorry, Detail.** Creating world-class fun is difficult. To do it well, you have to do it right and the details really, really matter.

**Number 7 – Strategic Thinking.** This applies mainly to wizards at Grade 3 and above. But it means developing a vision and being prepared to be bold if it opens up new options and the money side makes sense.

**And the 7 values:**

**Number 1 – We love what we do.** We have a clear passion, pride and loyalty for all that we do. We go the extra mile because of our belief in the business, its culture and its purpose.

**Number 2 –** We Care

We take seriously our responsibility to look after our guests and the animals in our care, employing the highest standards of safety, security and welfare. We understand our role in reducing our impact on the environment and advocate for social issues we feel passionate about. We care for each other and always conduct our activities in an ethical way.

**Number 3 –** We are innovative and fast moving

We move with our consumers. We deliver leading-edge innovations and seek new markets for growth. We are dynamic and creative and are not fearful of taking calculated risks.

**Number 4 –** We do what we say

We have integrity and are honest. We will be fair and transparent with all those who engage with us. We will never over-promise and aim to deliver on the targets we set.

**Number 5 –** We make every $£ count

We have financial discipline with close attention to detail in the pursuit of increasing efficiencies and our productiveness without ever compromising our customer proposition.

**Number 6 –** We Take Ownership

We will face challenges head on, taking accountability and responsibility.  We will leverage our combined knowledge and experiences to overcome challenges and create solutions together.

**Number 7 –** For the love of fun

We enjoy what we do. We celebrate each other and have fun in fulfilling our goals, in turn delivering on our promise to create fun, memorable days out for our guests.