



VISION

To change lives by enhancing the power to hear.

MISSION

We are transforming the way people hear by creating smart hearing solutions that are affordable and accessible.



Achievement

We push ourselves as individuals and as a team, setting goals that inspire us to exceed the benchmarks.

- Set goals that motivate and then measure our progress.
- Strengthen alignment by incentivising success.
- Learn from our mistakes and successes in equal measure.
- Celebrate the wins, both big and small.



Collaboration

Every member of our team has a voice and an important role to play in our success. We create our best work when we leverage our collective knowledge and experience.

- Encourage both formal and informal collaboration across the organisation.
- Strive for win-win relationships and outcomes.
- Actively and efficiently share knowledge and plans with the team.
- Communicate respectfully, considering both the message and the medium.



Positive attitude

We always see the glass as half full. This allows us to turn challenges into opportunities, find solutions despite the obstacles and have fun while doing it.

- Look for the win in everything.
- Re-frame negatives into positives.
- Affirm each other's strengths and recognise a job well done.
- Share positive words and gestures and a respectful sense of humour.



Make a difference

We are driven to create a positive impact and to do this we must constantly ask ourselves how we can help, whether that is a customer, a colleague, or the world.

- Seek a deep understanding of our customers and their problems.
- Be willing and able to assist fellow team members.
- Take ownership of problems and use our collective initiative to resolve them.
- Remain open to all ideas and opinions, empowering the team to speak up and share.



Wellbeing

We all share a responsibility, both personally and as a team to support our individual and collective wellbeing.

- Demonstrate a commitment to understanding and supporting each other.
- Encourage self-management and professional self-growth.
- Provide the freedom to find balance without judgement.
- Balance demands and resources to sustain positive engagement.