

A close-up, low-angle shot of a car's body panel, likely a door or fender, showing a highly reflective, metallic surface. The surface is dark, possibly black or dark blue, and is covered in numerous bright, circular reflections of light, creating a shimmering effect. The background is a soft, out-of-focus blue-grey color.

OUR CREATORS' CODE

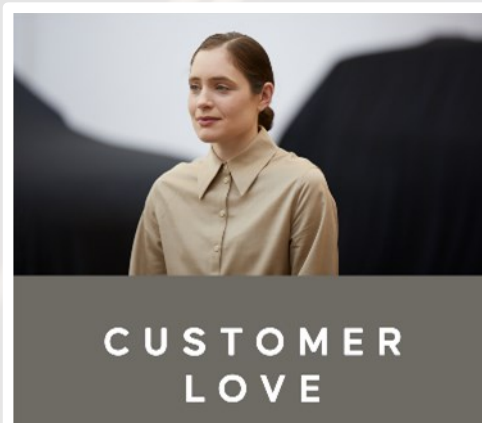
SELF REFLECTION TOOL

JAGUAR LAND ROVER

As we all build familiarity and internalise our organisational purpose: Live the Exceptional with Soul, we can take our first steps on this transformation journey by reflecting on how we show up as individuals and the small changes that can make a huge difference to how we work together. Our Creators' Code guides us on what exceptional looks like everyday.

Where do you already have areas of strength? What opportunities do you have to build upon this further? Which behaviours do you demonstrate less frequently today? What are the first steps you could take to make a change? Use this simple tool to help reflect on these questions and set some development goals to kick start your personal journey

I contribute by:	Rarely	Sometimes	Often
· always questioning how what I'm doing will benefit and improve the modern luxury experience for our customers			
· seeking customers' insight to understand how I might improve what I'm doing			
· taking real pride in the quality of my work, wanting to do the right thing for our customers			
· using data to inform decisions, which combined with my creativity, enriches our customers' experience			
· helping others feel they belong, speaking up for them, and creating a fun, welcoming, collaborative environment for all			
· consistently seeking different opinions and testing ideas to help shape my thinking and actions			
· being approachable, seeking to understand the broader context in order to work together towards a common goal			
· respecting decisions once made and making time to help my colleagues deliver what has been agreed			





INTEGRITY

I contribute by:

- being constructively courageous and known for speaking openly and honestly, always quick to admit mistakes
- being kind and respectful of others, regardless of how they may differ from me in thought, background or status
- being authentic and only saying things about fellow colleagues that I would say to their face
- giving people the space to speak and listening to better understand and build trust



GROWTH

- regularly asking for feedback to learn and progress, as well as taking responsibility for the development of others
- suggesting new ways of doing things and spotting opportunities to improve our current practices
- being ever-curious, asking the right questions, and learning quickly with enthusiasm
- seeking to understand our external customers, business, industry, strategy, markets, technologies and each other



IMPACT

- focusing on achieving great results and recognizing that how I get there is just as important as what I achieve
- taking responsibility for delivering outcomes on time, to quality and cost by prioritizing and planning effectively
- being determined to make a difference, to always be and do better and keep going in the face of setbacks
- identifying improvements and generating new ideas to deliver better results for the business and our customers

	Rarely	Sometimes	Often

 <p>CUSTOMER LOVE</p> <hr/> <p>WE LOVE OUR CUSTOMERS</p>	 <p>UNITY</p> <hr/> <p>WE WORK AS ONE</p>	 <p>INTEGRITY</p> <hr/> <p>WE SPEAK THE TRUTH</p>	 <p>GROWTH</p> <hr/> <p>WE PROGRESS TOGETHER</p>	 <p>IMPACT</p> <hr/> <p>WE ARE PURPOSE ORIENTED</p>
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- What patterns do you notice from completing the reflection tool?
- Is there a particular area of the Creators' Code that stands out as a strength?
- What can you do to build upon this?
- Which area do you demonstrate less frequently?

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- What can you do more or less of to encourage growth in this area?
- Who can support you in this?
- When will you start this?
- When and how will you check in on your progress?