

**chess**   
SMARTER TELECOMS  
[www.chesstelecom.com](http://www.chesstelecom.com)

0845 612 7000

[info@chess.plc.uk](mailto:info@chess.plc.uk)

think SMARTER telecoms | think chess

**chess**   
SMARTER TELECOMS



our blueprint for success

play  
your part



Senior Management Team

I am pleased to present you with a copy of our  
Blueprint for Success.

Our Blueprint has been written with the help of everyone at Chess.

It sets out the reasons why we want to grow, our vision, the critical areas we need to focus on and the importance we all attach to our culture and values.

We use it every day to guide, motivate, inspire and focus our efforts.

As proud as we are of our past successes we are excited by our future plans.

Thank you for your support

*All the best*  
*David*

**David Pollock**  
CHIEF EXECUTIVE





**Chess**  
imperatives  
for **growth**

“the **reasons** why we want to grow **Chess**”



New office opening



Sunday Times Fast Track 100

### Market Opportunity

We are fortunate to work in a fast moving and dynamic industry. Innovative products and services create new and exciting opportunities for us all.

### People Opportunity

Our growth creates opportunity for everyone in our organisation to progress their career, to develop knowledge and skill, to gain reward and recognition and to achieve job satisfaction. The growth and success of our people will underpin the growth and success of our business.

### Team Spirit

We pride ourselves in our unique Chess spirit. Our growth journey will enable us to nurture our sense of spirit, our vision, our culture and our values to further develop our people and working environment.

### Maximising Our Potential

We have the talent, knowledge, skill, experience and drive to build a business of which we can all be truly proud. We have the potential to be a significant player in our industry. Striving to maximise our potential will be a rewarding journey for everyone involved.

### Challenge

We are, and have always been, an ambitious organisation. We do not want to be known as the best of the best, we want to be known as the only ones who do what we do. This is our challenge on our business growth journey - it sets us apart.

# Chess vision

“the future for Chess”



Award winners



Lead Generation winners

Our aim is to be recognised as **‘the choice’** for business voice and data solutions

#### To achieve this we will:-

- » Create a dynamic, hard-working, energetic, success driven, fun and exciting place to work that attracts, retains and inspires people to give their best; a business where others aspire to work
- » Create a performance culture where everyone takes responsibility for their role in our future success
- » Achieve 100% year on year growth through organic sales and acquisitions
- » Build successful and mutually beneficial relationships with our customers, partners and suppliers to support our growth plans
- » Win business and industry awards for excellence, innovation & service
- » Become the performance benchmark for the telecoms industry
- » Build strong brand recognition within the business and telecoms communities
- » Develop relationships that innovate commercial and technological advantage
- » Implement reward and recognition systems that motivate all our people
- » Behave and operate with professional integrity in all our relationships

# Chess critical SUCCESS factors...

“the areas we need to **focus** on to **achieve** our vision”



VoIP summit



Jason Robinson visit

- 1. Sales Performance**  
To consistently achieve budgeted sales targets
- 2. Financial Control**  
To control our costs and maintain positive cash flow at all times
- 3. People Development**  
To improve the knowledge and skills of all our people
- 4. Customer Service**  
To be recognised by our customers as a benchmark for quality service
- 5. Effective Systems and Procedures**  
To develop and maintain reliable effective systems and procedures
- 6. Innovative Products and Services**  
To continually develop new products and services for our customers
- 7. Leadership and Management**  
To continually improve leadership and management capability
- 8. Partner and Supplier Relationships**  
To build strong long term relationships with all our partners and suppliers
- 9. Chess Brand**  
To raise awareness and the profile of the **Chess** brand
- 10. Integration of Our Acquisitions**  
To maximise value of acquisitions with smooth seamless integration
- 11. Compliance**  
To ensure we adhere to all aspects of legal and regulatory compliance
- 12. Chess Culture**  
To nurture our core values and the **Chess** spirit

“the attitudes, values and behaviours  
we need to support the **Chess** Spirit”

# Chess culture



Cultural Architects



Chess Summer BBQ

## We expect our people...

- » To help promote a friendly atmosphere where everyone feels valued
- » To help provide a healthy, pleasant and safe place to work
- » To take that extra step to exceed customer expectations
- » To take responsibility for their role in our future success
- » To take responsibility for identifying their personal development needs
- » To help improve the way we do things and embrace change
- » To help colleagues and other teams when the going gets tough
- » To be fair, honest and respectful to colleagues, customers, partners and suppliers
- » To communicate openly, positively and effectively with colleagues at all levels
- » To recognise the contribution and achievements of other individuals and teams
- » To encourage and support others in their quest for success
- » To enjoy the challenges and opportunities created by our growth
- » To work hard, have fun and celebrate our successes
- » To help protect and nurture our unique **Chess** spirit

# Chess values



“the **core** values that set us apart”



Chess Green Team



Blueprint Conference

Our values are at the core of the '**Chess** Culture'. Our values influence how we are perceived, how we communicate with our colleagues, customers, partners and suppliers and how we behave and perform.

**Understanding the importance of our Values and demonstrating 100% commitment to them is a requirement of all our people.**

## Our Values are Quality and Spirit

### Quality

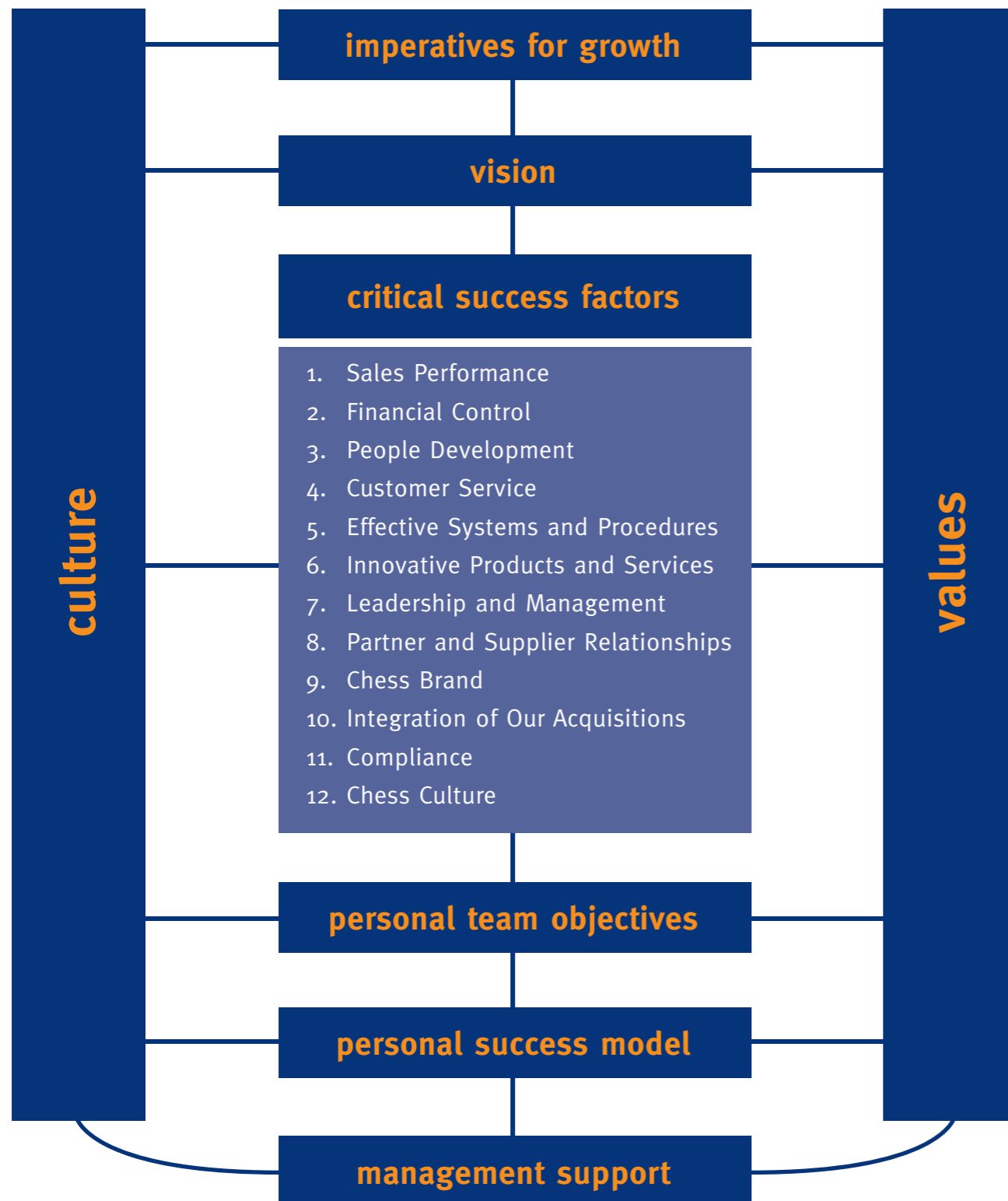
Quality describes the high standards we set ourselves in all aspects of our business. It reflects our commitment to 'excellence'; to the knowledge and skills we demonstrate when helping a customer, developing our skills, making a sale, processing an order and raising an invoice. Quality is reflected in our product and service, our technical solutions, financial propositions and how we care for our people.

### Spirit

Spirit describes the atmosphere within our organisation and the effect it has on other people connected with our business. The **Chess** Spirit reflects the mindset, energy and behaviours of our people; the integrity at the heart of our business decision making. Our Spirit inspires our people to exceed customer expectations. We appreciate each other's contribution to our success and we take responsibility for our personal contribution to our own success. We care, support and help each other. Our unique Spirit inspires and motivates others; it is infectious, stimulating and must never be taken for granted.

**Quality and Spirit sets us apart.**

the **blueprint** for success



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**Join us in our successful growth**

We are one of the UK's fastest growing businesses, delivering SMARTER business telecoms solutions.

Established in 1993, we provide lines, calls, mobile, blackberry, broadband, VoIP and Data.

**It's our culture to exceed expectations**

FREE2TALK | calls | fixed lines | numbers | broadband | mobile | blackberry | voip | data

