



## The Ascom Way 2.0

The next steps. The next level.

The Ascom Way is both aspirational and instructional.

On one hand it describes how we can work and lead together as one company. It inspires by recalling the critical contributions Ascom makes to healthcare, productivity, environmental protection and worker safety.

On the other, The Ascom Way is a pragmatic guide to achieving and maintaining sustainable business growth. It spells out our renewed commitment to customer value—and how we will deliver it by developing innovative Enterprise and Clinical and Care Solutions.

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Ascom is moving forward as one company and The Ascom Way is an important way to help us all move to the next level of leadership, performance, excellence and growth.

The Ascom Way describes how we can work and lead together. It builds on the established contributions Ascom makes to healthcare, productivity, environmental protection and worker safety. But The Ascom Way also acknowledges that to create new momentum, embracing new ways of working to accelerate growth personally, professionally and of course across our business is essential.

Think of The Ascom Way as a pragmatic guide for the next steps we take together and how we all can contribute. With a renewed commitment to developing and delivering innovative, market leading solutions our customer value across Enterprise and Clinical and Care, we are moving to the next level.

### We are Ascom

To be best in class we must work together and value the talents, ideas, experience and perspectives of all colleagues, with a commitment to invest in the individual and the business.

- We use global methods, processes and tools to create efficiency and effectiveness
- We are proactive in pursuing opportunities and solving problems
- We share knowledge, insight and experience—as well as success and failure

### Customer Focus

Understanding each customer's environment, challenges and needs is essential to our success. Every day we need to:

- Create customer value in everything we do, by creating solutions for problems that constrain optimal performance and customer experience across all interactions.
- Remember that 'Everyone is Sales'. Everything we do and everyone contributes to our ability to deliver solutions that customers will buy. Keep the customer in the center to ensure satisfaction.
- Think and act from the customer's perspective

### Commitment & Accountability

We understand the objectives, goals, and obligations of the organization and accept responsibility for delivering results with transparency. We commit ourselves wholeheartedly to a course of action. And see it through to conclusion. We account for our actions and decisions, take responsibility for them, and disclose results in a transparent, open way.

- Own it! The success or the failure. Not everything will proceed as expected. But nothing has the chance to succeed without your investment and ownership.
- Know your numbers. Being fact based, objective and target based is essential to our success.
- Deliver on your promises. And where conditions change, communicate with transparency to build a new way forward.
- Your yes means yes. Your no means no. Seek to understand factors driving decisions. Then respect the outcome and move forward.

## Growth

Everything we do should increase our impact in the market and with our customers; should contribute to increasing our results, whether they be in revenue, market share, or thought leadership.

- Take calculated risks. Apply informed, fact-based planning to step out of comfort zones.
- Invest in the future. Embrace a vision for growth and then apply effort.
- Compete! Against the competition, but also challenge yourself and set ambitious goals.
- Speed matters. Delays and failure to act are lost opportunities to deliver value to our customers.

## Innovation

Ascom has succeeded by constantly devising new value-generating solutions that customers are willing to pay for. But we can—and will—nurture the same innovative spirit across every part of our organization.

- Be curious and creative. Seek to understand and explore new ways of thinking and doing.
- Go above and beyond. Be willing to shift your perspective.
- Know our markets, competitors, customers. Learn and apply that knowledge to drive improvements in work and solutions.

## Leadership

Leadership is a mindset—not a formal job description. Each of us has a role to play in influence and creating successful outcomes for our business and our customers:

- Be passionate and inspire. Look for opportunities. Lead by example and acknowledge great work.
- Set clear expectations. What gets measured, gets managed. Develop and communicate goals, objectives and targets.
- Empower and decide. Provide opportunities to share decision-making and then provide leadership around decisions taken.

*Thanks for taking the time to learn about the Values that make up The Ascom Way. During the coming weeks and months, you will learn more about The Ascom Way, and how you and your colleagues can help implement it across our organization.*



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