

# People Strategy

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As Peak delivers its vision, our workforce will increase beyond 300 people. This will require ongoing recruitment, specialist training and personal development programmes, along with increased management. In addition to increased capacity and skills development, the organisation will need progressively enhanced leadership skills in order to maintain our momentum and growth.

There are six areas which will be central to our People Strategy, these are:

## **Attracting the best talent**

We will target the best talent and we will aim to recruit high calibre people to develop their careers with Peak. We will achieve this by the strength of the Peak brand coupled with attractive and challenging assignments, well structured development programmes, senior management mentoring and competitive remuneration.

## **Retaining our talent**

Talent management programmes will be central to the retention of high-performers and high-potential employees coupled with effective succession planning for leadership roles.

## **Motivating our people**

We will engage with our people on a regular basis to communicate our progress. Our people will understand our strategy, buy into it and know the part they play within it. Our people will understand what is expected of them and, where excellence is achieved, this will be swiftly recognised.

## **Developing our people**

Learning and development programmes will be key in the advancement of our people to expand their knowledge and hone their skills with the aim of having the right people, in the right job, at the right time.

## **Developing our sales capabilities**

We will work with the best purveyors of sales training to create the 'Peak Way' towards selling Peak products and delivering exceptional customer care.

## **Developing our leadership**

We will implement a leadership programme to embed the required Peak leadership behaviours and skills so that the business delivers high performance and that each employee is motivated to achieve superior results and achieve their potential.