



Gulftainer Culture Crew



People at the Centre of our Winning Culture

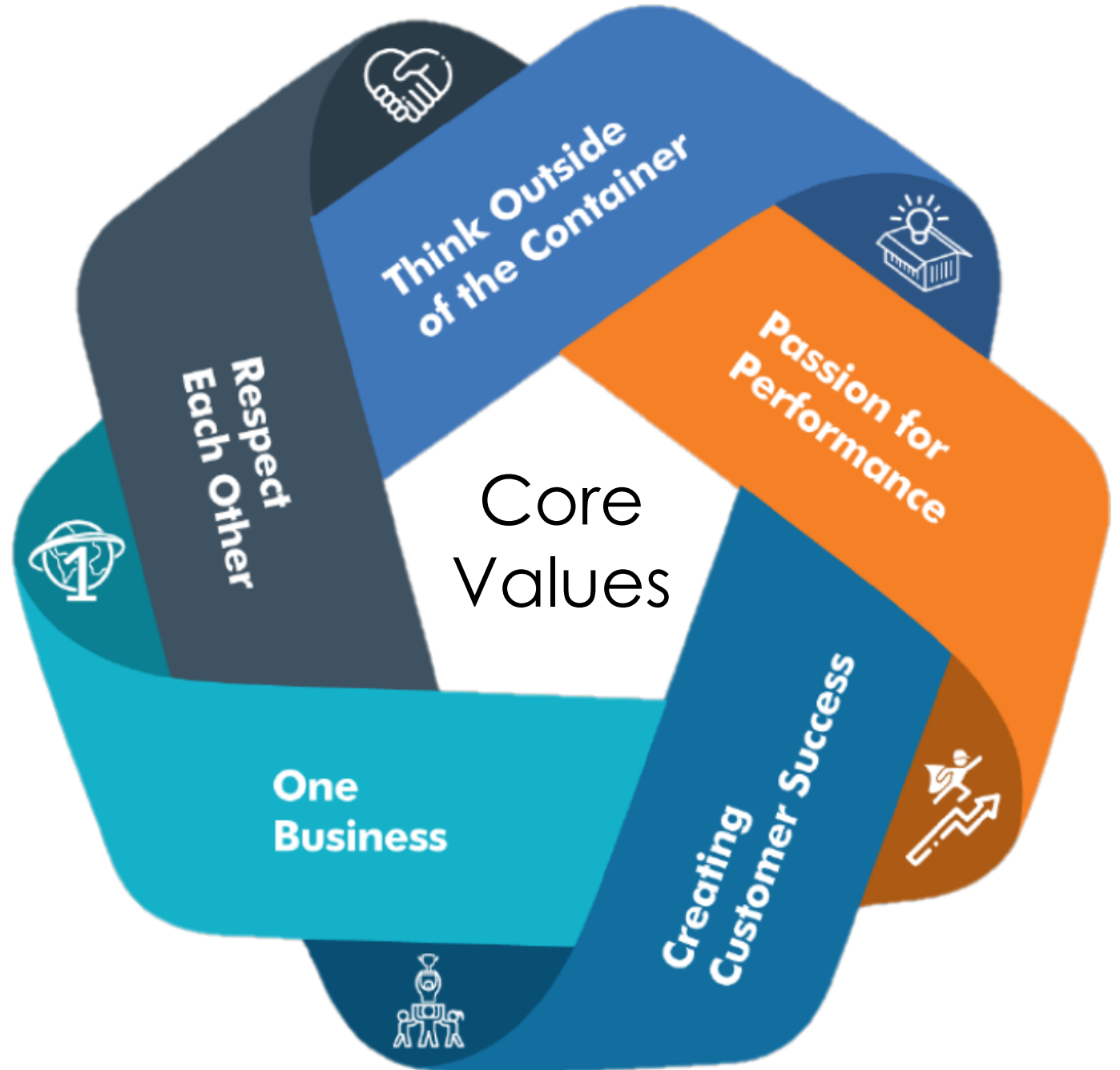
Gulftainer Winning Culture!

Productive and passionate people delivering profitable results.

- We are all winners!
- We are here to stay.
- We have weathered the storms, embraced the new and learned from the past.
- We prioritize performance, we work together and we are accountable for our part.
- We know that our success affords us the freedom to innovate and grow.

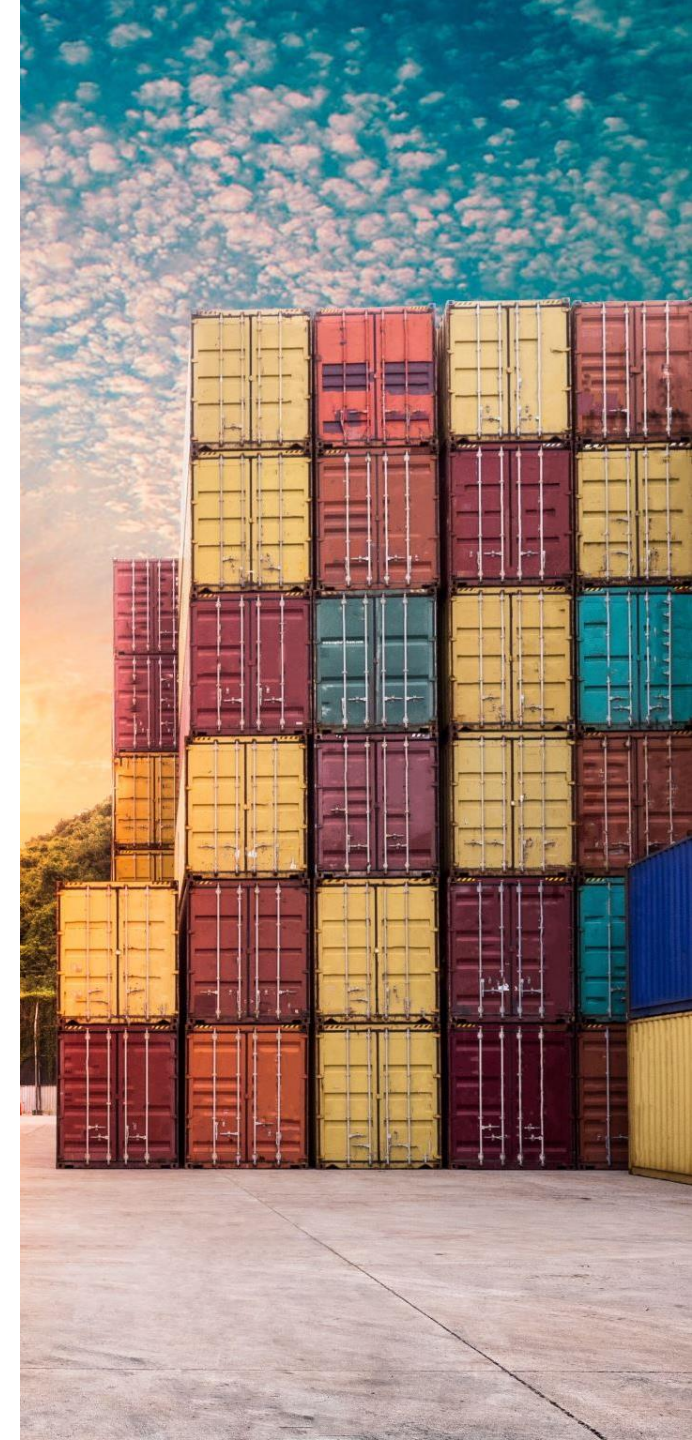


Start with Values...



What is the Culture Crew Board Mission?

- Be pivotal for the effective embedding of the new Gulftainer culture manifesto and values
- Set the tone and act as the ambassadors and champions of the Gulftainer Winning Culture and Values
- Drive consistent internal engagement, communication and activation of the company values across the business
- Be the eyes and ears of the business and the ongoing pulse-check channel for the business





The Culture Crew Board Commitments

We are....

- Activators of the movement
- Ambassadors of the Gulftainer Values
- The glue holding Culture Champions together
- Builders of an engaged, productive and passionate team





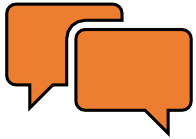
The 6 Culture Crew goals



Engage Employees



Create Passion & Connection



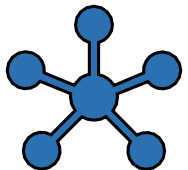
Give a Voice to Staff across the Business



Foster Team Work



Drive Culture from the Bottom as well as the Top



Enable Market-Centric Initiatives



Culture Champions – All of us!

ACTIVE/DRIVER

COMMITMENT

INNOVATION

Culture Observer

- Watching from the sidelines
- Indifferent about employee engagement
- Prefers to focus on day job



Culture Champion

- Engaged with people & business
- Believes in culture and values
- Ambitious to achieve the best



Culture Sceptic

- Stuck in the past
- Doesn't see value in culture
- Thrives in a toxic environment



Culture Supporter

- Embraces the concept, but not a driver
- Knows about how culture & values work
- Will support and collaborate



OPEN MINDEDNESS

The Culture Crew Board Structure

Committee Chairman for the Culture Crew
David Casey

Culture Crew Board
Elected by ExCom

UAE xx people	KSA xx people	IRAQ xx people	USA xx people	AVALON xx people	MOMENTUM xx people	HO xx people	OTHERS xx people
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Culture Champions – Global and Local Volunteers – up to 30 Colleagues approx

Culture Enabler - Melita Tauro

Culture Administrative Ambassador - Jeena Tharakan

The Culture Crew Board

Sr. No.	Name	Title
1.	David Casey	Chairman
2.	Melita Tauro	Culture Enabler
3.	Jeena Tharakan	Culture Administrative Ambassador
4.	Amit Anand Kirodian (GT IRAQ)	Board Member
5.	Mark Andrews (GT IRAQ)	Board Member
6.	Matthew Hillman (GSCCO)	Board Member
7.	Martin Roberts (Momentum)	Board Member
8.	Jerrin Joseph (Momentum)	Board Member
9.	Joseph Oommen (UAE Terminal)	Board Member
10.	Robert Bogle (UAE Terminal)	Board Member
11.	Prasanth N.K (GT UAE)	Board Member
12.	Anil D'souza (Avalon)	Board Member
13.	Anuraj Pillai (Avalon)	Board Member
14.	Lindsey Pennington (GT Wilmington)	Board Member
15.	Kathryn Bradley (GT Wilmington)	Board Member
16.	Christine Fain (GT USA, CCT)	Board Member



Culture Crew
Chairman

Ensure alignment and corporate governance of the Culture Crew

Culture Crew
Board

Be the leaders to inspire culture, drive execution & measure success

Culture Crew
Champions

Act as the execution team for the Culture Crew programme of events and activities

Secretary

Support the Culture Crew in relation to internal comms, recruitment and branding

Culture Enabler

Drive and enable the Culture Revolution as an advisor and executioner



Annual Calendar Example



Activity	March	April	May	June	July	August	September	October	November	December
Monthly Webex - Celebrating Winners!	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
CEO Blog Recognition Section	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
Quarterly Newsletter Values Redesign	Shaded	Shaded			Shaded			Shaded		
Customer Appreciation Day		18-Apr								
Customer Journey Infographic		Shaded								
Safety At Work Day		28-Apr								
Get to Know Your Colleagues Campaign			Shaded							
International Day of Families			15-May							
Introduction of Buddy System				Shaded						
Tea & Transformation Video Sessions			Shaded		Shaded		Shaded		Shaded	
International Environment Day				05-Jun						
Creating Customer Success Campaign							Shaded			
Energy Efficiency Day								05-Oct		
Country National Days (UAE, KSA, Iraq, USA)					4 July (USA)		23 Sept (KSA)	3 Oct (Iraq)		2 Dec (UAE)
We've Got Passion Talent Contest!										Shaded
GulfTainer Annual Awards					Shaded					Shaded

Gulftainer Deliverables & Timings

AUG

Secure funding & On-board Culture Crew Board Members

SEPT

Recruitment campaign for Culture Champions

SEPT

On-board the Culture Champions

OCT

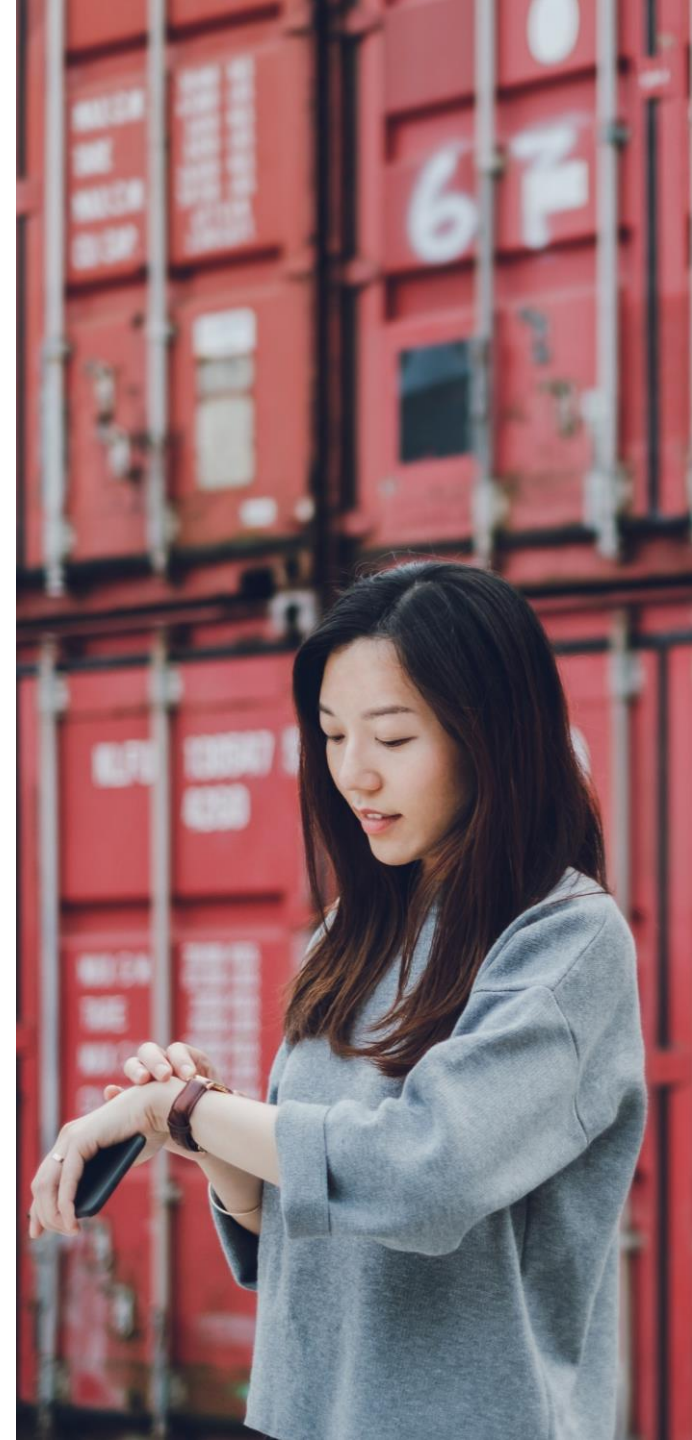
Create a 12-month plan of initiatives and activities

OCT
JUL

Activate the plans and embed the Winning Culture and company values from Oct '21 to July '22

AUG
2022

Measure success of initiatives over 12 months





Important considerations when engaging with the business

Undertaking communication and engagement requires commitment and consideration from Gulftainer around the following important areas:

- Active listening
- Respond to requests
- Act on Feedback
- Internal Communication Plan

