

Roadshows educate colleagues on new vision

2 years ago



Fire safety and security solution provider [Chubb](#) recently hosted a series of roadshows in the UK and Ireland, to launch its new vision, mission, and values.

Senior leaders visited branches in Birmingham, Blackburn, Cardiff, Fareham, Glasgow, Leeds, Luton, Manchester, Romford and Cork to reveal the company's vision of becoming the number one trusted partner to protect the world's most valued resources – people, property, and assets.

Over 500 colleagues attended the events, spread across three consecutive weeks. The interactive sessions began with an introduction from managing director David Dunnagan before he outlined the company's mission to go the extra mile for customers and lead the way in designing, delivering and supporting safe, reliable and innovative solutions.

Colleagues had the opportunity to engage in team-building activities that demonstrated the five new values of protecting people first, thinking steps ahead, owning what they do, bringing energy to challenges, and winning with integrity.

Marketing and communications director Carla Sousa presented the company's marketing strategy and revealed how a digital approach will help redefine brand perception so it is relatable and accessible to customers without geography boundaries.

"We are extremely excited to launch and share our new Vision, Mission, and Values with our colleagues," said Mr Dunnagan. "Since APi Group's takeover in January 2021, we have been transitioning from Carrier to become a stand-alone company. A year on, we are making tremendous progress along our new path, and these new principles will be the beginning of a new world of opportunity, one that will help us to make

the world a safer place.

“Visiting our strong network of branches across the UK and Ireland was an excellent opportunity to engage with our colleagues and inspire them to achieve great things now and in the future.”