

RAISING OUR GAME

'But why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why, 35 years ago, fly the Atlantic?'

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.'

John F. Kennedy, Moon Speech September 12, 1962

HICKORY'S QUALITY VISION AND OBJECTIVES

The Hickory brand has been developed and enhanced in line with Hickory's overall reputation, a keynote for which is **consistent high quality service delivery**. To achieve this commitment, Hickory has created a **Quality Policy** setting out the requirements of implementing a sustainable and beneficial quality management system throughout the business.

The adoption of such a system will allow us to meet our vision and objectives as a company. The policy can be viewed in the Standard Operating Procedures section of our share drive, and will soon be available on our staff intranet.

As part of the journey towards implementing systems and standards into our day to day working routine, Hickory will establish and communicate a quality management policy.

A quality management policy is all about giving the customers the confidence provided by a business with rigorous systems and processes. The adoption of the quality management system is a strategic decision by Hickory to help us improve our overall performance, meet our strategic objectives and provide a sound basis for sustainable development initiatives.

For more information contact Adam, our Operations and Quality Manager – adam@hickoryfood.co.uk

Hickory's Vision

To build Hickory into a highly profitable, premier business, which manages and develops venues, and delivers event catering, ensuring by 2017 the business is recognised as one of the top 5 of private and independently owned Hospitality and Event Catering companies operating in Scotland, delivering creative food, service and business excellence in everything we do.'

**QUALITY ATTRACTS
QUALITY. PEOPLE WANT
TO BE ON A GOOD SHOW**

Oscar Nunez

Hickory's Core Values

What makes us different? Our four core values are the ingredients of our success and at the heart of everything we do:

- **Our Customer:** delivering the customer promise
- **Our Food:** stylish, contemporary and seasonal
- **Our Team:** knowledgeable, creative and professional
- **Our Venues:** trusted relationships and enhanced reputations

Hickory's Personality

- **Reliable:** Consistently delivering on what we promise
- **Stylish:** Always looking to add panache to our offering
- **Passionate:** Driven by a love of food and a desire to make people deliriously happy
- **Professional:** Always mindful of conduct, standards and best practice
- **Trusted:** A brand that can be counted on to deliver time after time
- **Collaborative:** Working in partnership internally and externally
- **Creative:** Genuine flair is at the heart of everything we stand for
- **Confident:** Brave in terms of trying new things and proud of our achievements

**QUALITY IS MORE IMPORTANT THAN QUANTITY.
ONE HOME RUN IS BETTER THAN TWO DOUBLES**

Steve Jobs



Hickory's Objectives

1. To deliver to the vision in a **planned, consistent and systemised** way, allowing the business to be scaled up quickly, cost effectively and seamlessly in line with the growth strategy
2. To **deliver consistent high quality standards of food and service**, using quality, local and seasonal produce to contribute to positive word of mouth reputation
3. To **implement ISO9001 quality management system** to improve systems and processes across the entire business
4. To **track and understand the quality of the customer experience** to ensure the business is delivering high standards, meeting customer expectations and that systems and processes are effective and efficient throughout the customer journey
5. To **consistently build and enhance the brand proposition through substantiated brand values and consistent service delivery**
6. To invest in, engage with, train and build the management teams and all the delivery teams to ensure they, and all staff, respond to the challenges of the business, reinforce and support the delivery of the objectives and are rewarded for their commitment and results
7. To be a **socially responsible and environmentally aware** catering company, **delivering to agreed standards** in these business areas and publicising the fact
8. To increase brand awareness, locally, nationally and internationally – launching a range of products.

QUALITY
...is everyone's
responsibility

Deming, W. Edwards

What can you do?

Believe in yourself and your team – believe that:

You are trusted

– we trust you to do the best you can

You are confident

– we know you can do it

You change lives

– the events we host are life changing for our clients and you are a key part in making this happen

Think YES

– how can you help do the right thing for the customer?

Ask yourself how can you add value for the customer?

Standardisation is key

– processes and templates will help and ensure communication is accurately passed amongst the team

Strive for excellence

– never settle for second best. Put yourself in your client's shoes

Learn from setbacks

– It's never easy to admit you've made a mistake, but it's a crucial step in learning, growing, and improving.