
OUR PURPOSE

To give people the facts they need in an age of misinformation.

STRATEGIC PRIORITIES



Uphold the high quality of our journalism and make it available to more people when and how they want it.



Make our data smarter and more valuable so our customers can make better decisions.



Compete with the best in digital by creating irresistible, tailored products.



Build a culture and workforce for the future.

OBJECTIVES

BUSINESS

- Hit our financial targets.
- Make sure our decisions support our strategic priorities and that we don't get distracted.
- Invest in automation and AI to improve quality and grow.

- Be more open about our goals and performance.
- Do more with our data and analysis by sharing our insights across the business.

CUSTOMERS

- Build deeper relationships with our customers to give them what they need.
- Increase engagement through a more personalised experience.

- Forge partnerships where we see a clear benefit - for us and our customers.
- Find new ways of using our news, data and analytics to help more customers.

PEOPLE

- Foster a culture where our people are happy, motivated and clear about where we're going.
- Recognise and reward people for meeting our goals and living our values.

- Collaborate more.
 - Nurture leaders at all levels.
 - Create a more diverse workplace that better reflects our markets.
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OUR VALUES

Trust | Curiosity | Humility

