

The Experian Leadership Standard



Consistently Deliver Great Results for Our Business and Customers

- Consistently demonstrate deep personal drive and accountability for great performance; financial, people engagement and customer satisfaction
- Be outcome and service focused; hold others to account for agreed outcomes
- Move effectively between strategy and operational detail; maximising results over the short and long term
- Move quickly through thinking to decision to action. Ensure decisions are sustainable and scalable. Stay focused on execution and service; be pragmatic and be intolerant of over thinking, complexity and bureaucracy
- Apply sound judgement, even without all the facts
- Be selfless and show humility in the pursuit of company goals, put teamwork above personal ambition and actively help others to achieve their goals.



Grow Yourself

- Have humility, be open to feedback and learning from others
- Demonstrate self awareness, know your strengths and weaknesses; own your development
- Commit to developing yourself towards our Experian Leadership Standard to the benefit of yourself, our people, our customers and Experian.



Drive Positive Growth and Change

- Stand in the future, be active in shaping the growth of Experian globally
- Make a difference: judge well where and when to intervene to drive improvements
- Influence and inspire others through compelling and authentic communication; have a positive, lasting impact in your communication whether with small or large groups
- Cause and embrace change, help others through ambiguity and complexity. Be adaptable
- Manage global growth and change through an understanding of cultural differences.



Be a Committed Leader and Developer of People

- Hire the best; develop your successor
- Know your people; inspire them; invest in their growth and development
- Be focused on individual and team performance, coach good performers to even higher levels of performance; be intolerant of mediocrity; deal decisively and fairly with poor performers
- Build alignment; commit to outstanding teamwork
- Build and harness the diversity of your team
- Empower and engage others as a matter of routine.



Build Strong and Productive Relationships, Internally and Externally

- Demonstrate skill at relating to different types of people including subordinates, peers, other colleagues and external business partners, clients and customers
- Build and sustain trust and respect with others, internally and externally, through real relationships
- Work the matrix. Establish and leverage a global network to achieve outcomes.



Lead with Purpose, Integrity and Pride in What We Do

- Demonstrate a deep personal commitment to our Heart of Experian ambition and our core DNA 'Connect, Protect, Create' and be an agent for change to bring this to life
- Be a role model for 'doing it right'; rewarding great and addressing poor behaviours
- Behave with global passion
- Care about our customers
- Demonstrate the kind of personal integrity that inspires others
- Be an ambassador for our Customers and our Corporate Responsibility agenda; give back.