

Mission + Purpose + Values

Vicky Williams

LTA  BRITISH
TENNIS





WHY?

Mission + Purpose

Values

M&S

EST. 1884

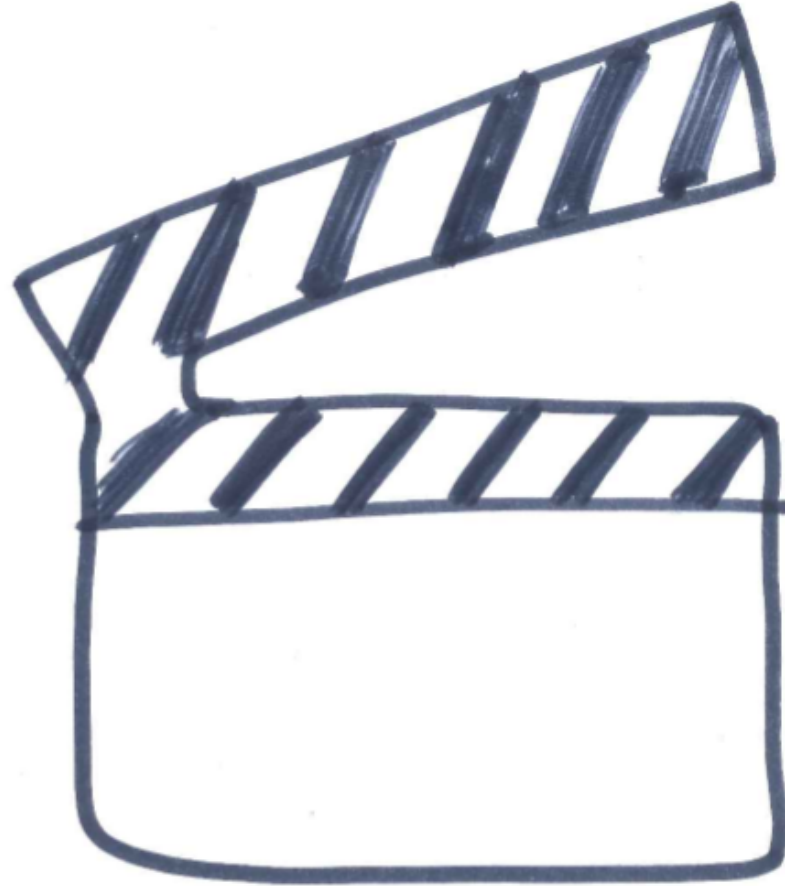


COMPASS
GROUP

LTA



BRITISH
TENNIS

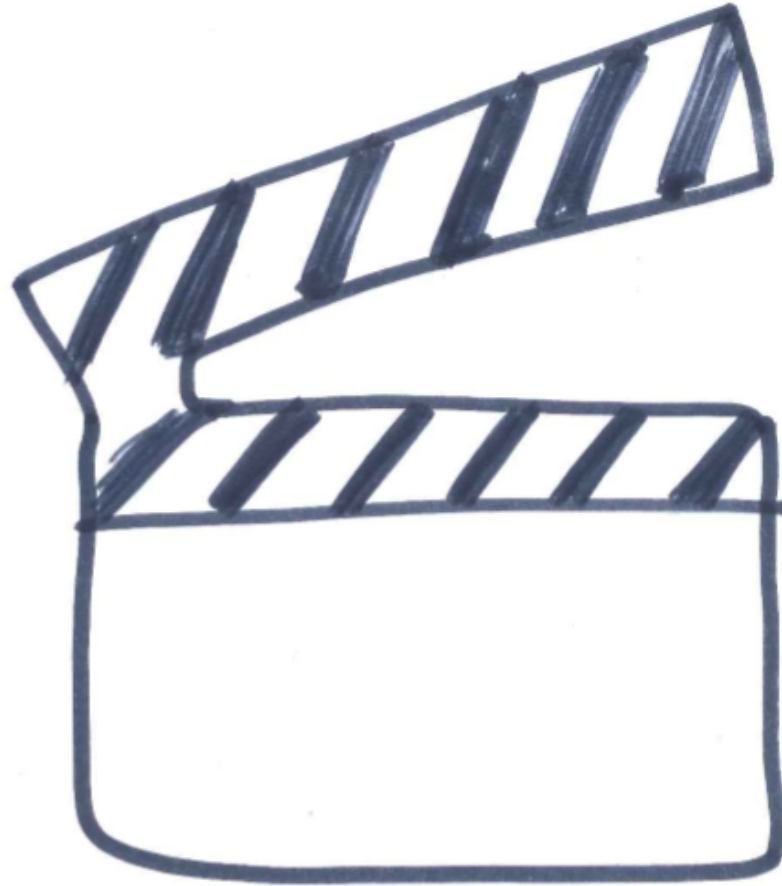


WHAT ARE
YOUR VALUES
?

- TEAMWORK
- RESPECT
- ENJOYMENT
- DISCIPLINE
- SPORTSMANSHIP

- PROVIDING HEARTFELT SERVICE
- BEING DELIGHTFULLY SURPRISING
- GOING HOT & STRAIGHT UP
- MAINTAINING AN INSATIABLE CURIOSITY & CREATING SMART DISRUPTION





Andy Murray delivers damning verdict on hapless LTA running British tennis after Davis Cup triumph



Davis Cup glory will not paper over the LTA cracks as champagne quickly goes flat



TEAMWORK



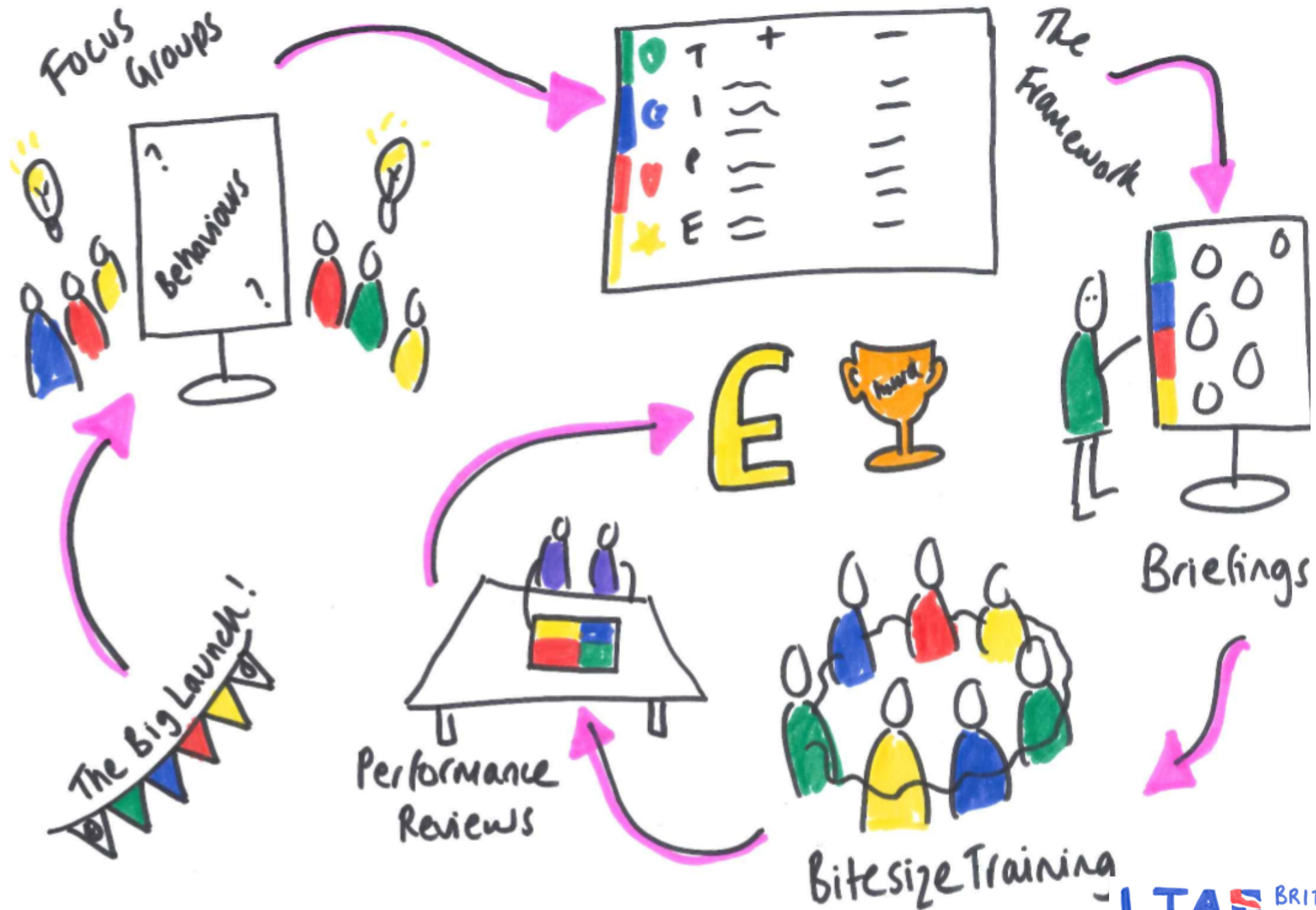
PASSION



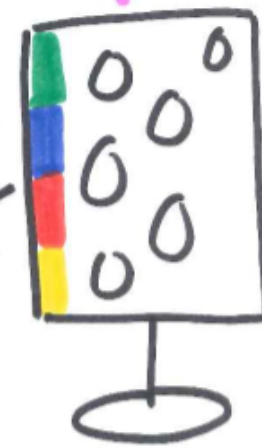
INTEGRITY



EXCELLENCE



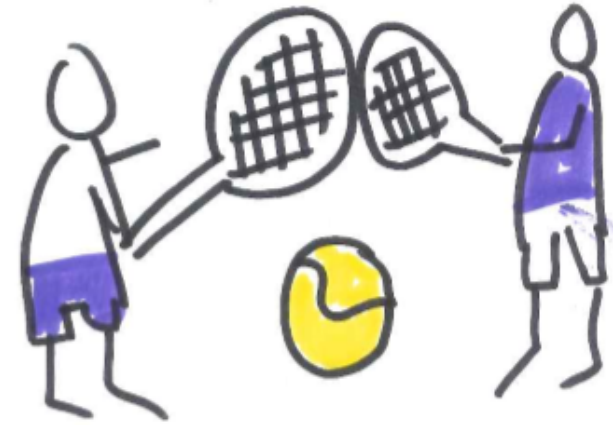
	T	+	-
Green circle			
Blue square			
Red triangle			
Yellow star			



85%
ENGAGEMENT RATE



Top 100

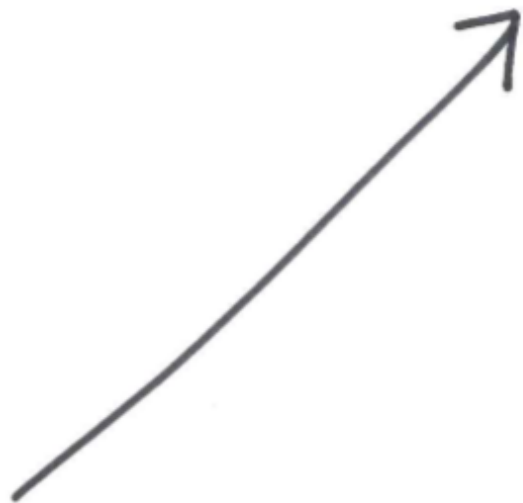


VACANCY

PERSONNEL TODAY
AWARDS 2016
EMPLOYEE ENGAGEMENT
AWARD
FINALIST

£
LTA  **BRITISH
TENNIS**

Success



what people
think it
looks like...

Success



what it really
looks like...







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LawnTennis Association