SCRIPT OF ASDA “THREE BELIEFS” VIDEO

http://www.youtube.com/watch?v=y5KFfnUcA_4

I believe in every single person who works at ASDA. Here we are a company that employs 170,000 individuals, each with their own personalities and thoughts, our own strengths and weaknesses, our own hopes and dreams, our own beliefs. And yet here I am seriously saying to you that it’s absolutely essential that we all share the same beliefs, three fundamental principles.

I am talking about the three beliefs every single one of us must carry in our hearts and in our minds every single day.

  Service to our customers
  Respect for the individual
  Strive for excellence

Doesn’t sound much when you say it, does it? It all just sounds a bit obvious. The difference at ASDA is we won’t just say these things, we’ll mean these things.

We’ll do these things. We’ll live these things. We’ll breathe these things, day in day out. From the boardroom, up to the shop floor, from the heart, we want to make life better. We care about people. That’s why so many people depend on ASDA. In these uncertain times with people feeling the pinch and growing cynical about big business, they want and need trust more than ever before. Trust is everything. So we’re not going to let them down, quite the reverse. We’re going to become Britain’s most trusted retailer. Let me just say that again. We are going to become Britain’s most trusted retailer. And we’ll do it by staying true to ourselves, keeping our promises, sticking to our beliefs, doing things the ASDA way.

Trust is at the heart of our business. Selling is our universal responsibility. We’re always happy to help and consistently exceed our customers’ expectations. That’s service to our customers, the ASDA way. We’re all one team. We listen and act. We’re constantly listening to the customers and the colleagues. Acting on their feedback and behaving with integrity. We always say “thank you” to our customers, colleagues and suppliers. That’s respect for the individual, the Asda Way. This is about being the best you can be. We hate waste of any kind. Which is vital for driving every day low costs and every day low prices. We’re accountable for our actions and together, we can improve our business. That’s striving for excellence the Asda way.

These are things that we believe in. Take them to heart. Take them to work. I believe if every single one of us brings these beliefs into everything we do, with every customer we serve, with every colleague on our team, every single day, we will become Britain’s most trusted retailer. Trust me.