



## WOLWEDANS COMPASS

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The Wolwedans Compass - Fair, Honest, Positive, and Creative – guides our company, our team, and all of our stakeholders and directs all of our decisions, actions, processes and practices. The Wolwedans Compass helps us to always keep true to our vision to contribute to the development of Namibia and the wellbeing of its people. Making the Compass work for us means using it every day and in all that we do. What do these words really mean?

➤ **FAIR**

At Wolwedans, fair means balanced. It means we see both sides, and resist the pressures that can push us into extreme ways of thinking, working or living. It also means we are open to all, and refuse to discriminate against people or make judgments based on gender, race, religion, political persuasion, sexual preference, or way of life. And being fair means listening as much as we talk, and giving back as much as we take.

➤ **HONEST**

Honest means sincere. It means not faking it, walking the walk as much as we talk the talk. It means putting our money, our time and our energy where our mouth is. And being honest means admitting our mistakes, and owning up to our responsibilities—something that applies to companies as much as it does to individuals.

➤ **POSITIVE**

Positive means constructive. It means building things—and people—up, not breaking them down. It means suggesting rather than criticizing, and working for solutions rather than just complaining. It means supporting others when they try, encouraging them when they fail, and celebrating with them when they succeed. It means “we can” more often than “we can’t.”

➤ **CREATIVE**

Creative means imaginative. It means thinking outside the box. Being creative means finding a way around a problem, rather than stopping when the walls are too high. It means looking at new ways, listening to new ideas and trying new strategies. It means striving for the most innovative solution because just being good enough is never good enough. Being creative means having dreams, and then making those dreams real things, in our individual worlds, in the Wolwedans world, in the real world.

The pointers of the Wolwedans Compass apply as much to the decisions and actions of our MD as they do to our entire team whether they interact with our guests or not. Eventually, this guiding compass will become an instinctive way of thinking at Wolwedans, as we work towards making our contribution towards a better world.