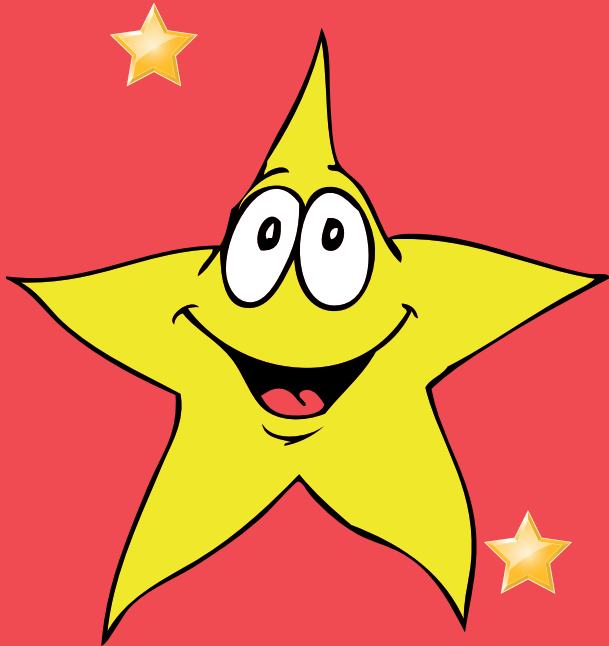




**"Way of Life"
@
Holiday Inn
Dubai - Al Barsha**



All colleagues at Holiday Inn Dubai - Al Barsha should use this guideline and abide by this **Way of Life**. We appreciate and encourage all colleagues to live these values.

The standards set out below are general and do not address each and every situation that may confront employees, where appropriate, guidance should always be sought from management and Core Values champions.





MISSION

To Create a Difference



VISION TO BE

The Best 4Star Hotel in Dubai



SLOGAN

The 4Star Hotel with a 5Star Look.
5th Star is the Human Element.



HI-LUC HOLIDAY INN - DUBAI "LOVES YOU CAMPAIGN"



LOVES YOU! CAMPAIGN

A campaign going beyond the Bottom Line inculcating an ethos in Staff to give of themselves to others based on a backdrop "Life is not worth living unless lived for someone else"



Green practices. overseeing aspects of fire, life and safety; specific drives to help the environment through energy saving methods and reducing carbon footprint; 4 "Rs" of Sustainability i.e. rethink, reduce, reuse and recycle' becomes a continual process.



Hotel practicing one culture from the top down, with a remit of upholding honorable understanding and ethical morals IHG global core values of

"Show We Care", "Celebrate Difference" "Aim Higher", "Work Better Together" and "Do the Right Thing".



Do the Right Thing



Show We Care



Aim Higher



Celebrate Difference



Work Better Together

IHG CORE VALUES



**DO THE
RIGHT
THING**

- √ Being Decisive
- √ Being Accountable
- √ Being Honest
- √ Being Responsible
- √ Being Non Discriminatory / Nepotistic



SHOW WE CARE

- √ Being Fair / Just
- √ Being Appreciative
- √ Being Respectful for Individual Right
- √ Being Sensitive to Others
- √ Opportunities for Professional Growth



AIM HIGHER

- v Being a Risk Taker
- v Emphasis on Quality
- v Taking Initiative
- v Result Orientated
- v Being Innovative



- v Being People Oriented
- v Developing Friends at Work
- v Being Supportive
- v Being Transparent
- v Learning to Accept Feedback

**CELEBRATE
DIFFERENCE**



**WORK BETTER
TOGETHER**

- v Being Tolerant
- v Diversity
- v Being Socially Responsible
- v Listening Culture
- v Celebrating Individual Success

WAY OF LIFE



WE ARE

- v Flexible
- v Adaptable (New Ways)
- v Autonomous
- v Team Oriented
- v Recognizing People for Good Performance
- v Giving Security of Employment for Good Performers
- v Providers of 'Fitting in Environment'
- v Enthusiastic about Our Job
- v A Learning Organization
- v Professional



WAY OF LIFE

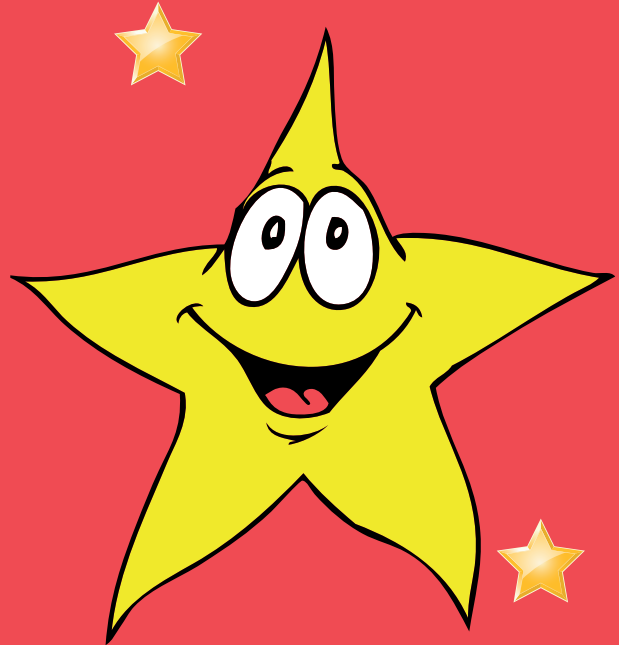
WE STRIVE TO

- v Being Analytical
- v Work Smart Not Hard
- v Give Attention to Detail



WE ARE NOT

- v Rule Oriented as a Norm
- v Believers of Sharing Information Freely
- v Informal (Casual and Familiar)
- v Encouraging Working Long Hours



Sheikh Zayed Road
PO Box 115443, Dubai
T: +971 4 323 4333 | F: +971 4 323 4334
Email: info@hialbarsha.com

www.holidayinn.com or 800 4642
www.hialbarshadubai.com