

Corporate Culture

Instyle has a very unique corporate culture. It defines us as who we are. We recognise that the foundation of our competitive strengths is our people and how we relate with each other is our culture and we believe that a large part of our success is due to our people and culture. Instyle's corporate culture has 7 elements. They are :-

- **Performance and Customer Focus**

Everyone at Instyle possesses a strong work ethic and has a tight focus on performance. We drive hard for results. We are diligent, proficient and careful in our work. Orientated towards the customer, we solve their problems and make decisions.

- **Leadership**

Self-motivated, we take the initiative and lead by example, translating Instyle's strategies and vision into reality, through work and action. Inspiring each other, we are responsible, reliable, confident and tenacious.

- **Teamwork**

To deliver the best business outcomes consistently for our customers, we cooperate, communicate and coordinate with one another. Imbued with team spirit, we always work closely together to fulfill this goal.

- **Constant Improvement and Resilience Towards Change**

We constantly Improve Instyle. Flexible and resilient towards change, we adapt ourselves readily and advantageously to new business conditions/ circumstances.

- **Unity**

Instyle is a community of positive, optimistic people who trust and respect each other. We recognise the dignity of the human being in the workplace. Devoid of politics, Instyle is united – we all share the same vision.

- **Learning**

We believe in personal growth, self-development and in the realisation of the human potential. Constantly improving ourselves, we encourage and support each other in learning and creativity.

- **Fun**

Instyle is a place where we enjoy ourselves and each other's company. We work hard but we have our sense of humour and have fun too.