

Sanctuary

People 2025-2028 Strategy

Our goal is to provide an environment where our people thrive and are empowered to deliver the best outcomes for our customers.

The strategic objectives of the People Strategy are:



1 Employer of choice

We aim to attract and retain the best people to deliver our mission and customer-first approach.

- Attract and retain diverse talent.
- Onboarding new colleagues.
- Strategic workforce planning and talent management.
- Insightful performance data and business analytics.



2 High-performance culture

We support the growth of high-performing teams focused on ambitious outcomes.

- Shared mission, values and behaviours.
- Engaged and empowered teams.
- Outcomes-based culture.
- Organisational design focused on customer need.



3 Engaged and motivated workforce

We invest in our people, nurturing high potential and enabling talent to thrive.

- Growth opportunities with clear development pathways.
- Workspaces fit for the future.
- Recognising our people.
- A fair and accessible workplace.



4 Skilled and inclusive leadership

We develop our leaders, role modelling our values and behaviours.

- Well-led and managed.
- Actively listening to our people.
- Coaching culture.
- Fair and equitable outcomes.

Measuring progress:

- Connected people and business metrics to monitor performance against our objectives.
- Internal and external feedback (including: engagement survey results, Investors in People and external reviews).
- We'll work closely with our Staff Council and inclusion networks to monitor our progress.