

2018 Mission and Vision Statement

At Lifeline Fire & Security, we fully understand and appreciate that to continue to thrive as a successful business, we must look ahead, understand the trends and market forces that will shape our business in the future and move swiftly to prepare for what's to come.

This is why everything we do at Lifeline is inspired by our Core Purpose and Vision, Mission and Values.

Our Core Purpose and Vision...

To grow a sustainable dynamic business through delivering individually tailored fire and security solutions to our customers. To assist our customers protect their property by providing solutions that protect people, assets, buildings, brands, reputations, health and environment.

Our Mission...

To realise our vision by providing unrivalled Quality and Customer Service, which is in turn driven by our core values.

Our Values...

To operate all aspects of the business with integrity & dedication. We are committed to operational excellence through employing and developing exceptional talent with matching attitudes to aim to get it right first time, every time. We take accountability for our own actions and focus on solutions. We deliver on our promises. We have a no blame culture. We work as a team, no matter the goal. We share successes and failures together and work to make things better. We provide exceptional service that is valuable to our customers and exceeds their expectations. We respect the value of both our internal (colleagues) and external customers. We have a culture that fosters team member engagement and loyalty.

We do this with a spirit of camaraderie, fun and respect. We try to provide the best value while consuming the fewest resources. We embrace the talents of the people who 'do' the work.

Signed:



Name: MARK LEE
Position: Managing Director
Date: 25 September 2018