



CORPORATE STRATEGY



Dear Sycorians,

As a provider of information and communications technology services, our goal is to build a corporate culture that benefits not only our customers and partners, but also us: all the employees of Sycor.

This guide provides a broad overview of the key components of our corporate strategy. It is structured as follows:

- Our **mission**, which explains why we exist.
- Our **vision**, which explains what we expect of ourselves.
- Our **values** and **guidelines**, which provide are the cornerstone for our actions. They describe what is important to us in our work.
- Our **leadership guidelines**, which create a common basic understanding of leadership for all Sycor employees, thereby assuring the quality of leadership.

The identity of our company is built not only on our values. Above all, it is shaped by our employees, the most important resource of the Sycor Group.

Göttingen, July 2008



Dr. Marko Weinrich



Rüdiger Krumes



The Sycor Mission.

We provide outstanding services in information and communication technology thus supporting the business success of our customers.

MISSION



VISION



The Sycor Vision.

We are recognized by our customers, employees and environment as a role model for service quality as well as leadership and management of the Sycorians. We are driven by the needs of our customers and establish lasting relationships thus generating above-average returns for our profitable business units.

VALUES AND GUIDELINES



Our values and guidelines

provide a framework for the actions of the employees of the Sycor group. Values define what is most important for us in our day-to-day work:





We give IT a face.



PEOPLE



**People
who we meet are
important to us!**

We listen to them.

We respect them.

We satisfy their needs.

Values and guidelines.

EXPERTISE



**Expertise is the basis for the way
we conduct business!**

We learn.

We develop.

We implement.

Values and guidelines.

QUALITY



**Quality is the measure
of our achievement!**

We inspire our customers.
We act responsibly.
We improve continuously.



Values and guidelines.



CANDIDNESS



Candidness determines our behaviour!

We are appreciative.

We are honest.

We are reliable.



Values and guidelines.



Fun is the most powerful motivation for our accomplishments!

We generate creative ideas.
We motivate and are motivated.
We identify with our work.

FUN



Leadership Guidelines



Our leadership guidelines

are part of our company culture. As a handbook for all Sycorians, the guidelines provide orientation and also optimize the external image of our company.





Leadership guidelines.



We are role models for our employees.



As managers ...

- we represent Sycor in our professional and private lives and live according to the values of the company.
- we accept criticism, obtain feedback regularly and use this input to identify opportunities for improvement.
- we keep our promises and are reliable and fair to our employees.
- we have a respectful, loyal relationship to our employees and resolve conflicts constructively.
- we admit our own mistakes and learn from them.

ROLE MODELS



Leadership guidelines.



Erfolg

BUSINESS-ORIENTATION



We think and act in a business-oriented way.

As managers ...

- we are responsible for implementing Sycor's strategy and achieving goals.
- we explain Sycor's strategy and goals to our employees and ensure that they focus on them in their daily work.
- we take responsibility for our employees and tasks, make necessary decisions and implement them.
- we analyze our market situation and customer requirements to ensure our long-term success.





SELF-RELIANCE



We foster self-reliance in our employees.



As managers ...

- we acknowledge the abilities and interests of our employees.
- we encourage the professional and personal development of our employees.
- we give them responsibility and support them to put it into practice.
- we encourage learning from mistakes as a way of ensuring continual self-improvement.

Leadership guidelines.



We encourage teamwork among employees.

As managers ...

- we always involve our employees in important issues.
- we support the interests of our employees and foster them in their everyday work.
- we encourage a sense of togetherness and enjoyment of work.
- we encourage motivation and teamwork at the departmental level and throughout the entire company.
- we create an atmosphere of mutual trust at work.

TEAMWORK



Leadership guidelines.



We encourage open communication in the company.

As managers ...

- we take the time to meet with employees and actively listen to them.
- we provide prompt, comprehensive information.
- we give our employees honest and constructive feedback.
- we are unbiased in our discussions with employees, but value conflict resolution over harmony.
- we encourage employees to communicate openly with all employees.

COMMUNICATION





WE GIVE IT A FACE.

A part of the employee team in August 2006.

OUR SITES:

CANADA

CHINA

GERMANY

MALAYSIA

SINGAPORE

USA

Sycor | Management Consulting and IT-Services.
Solutions for middle-sized businesses.

