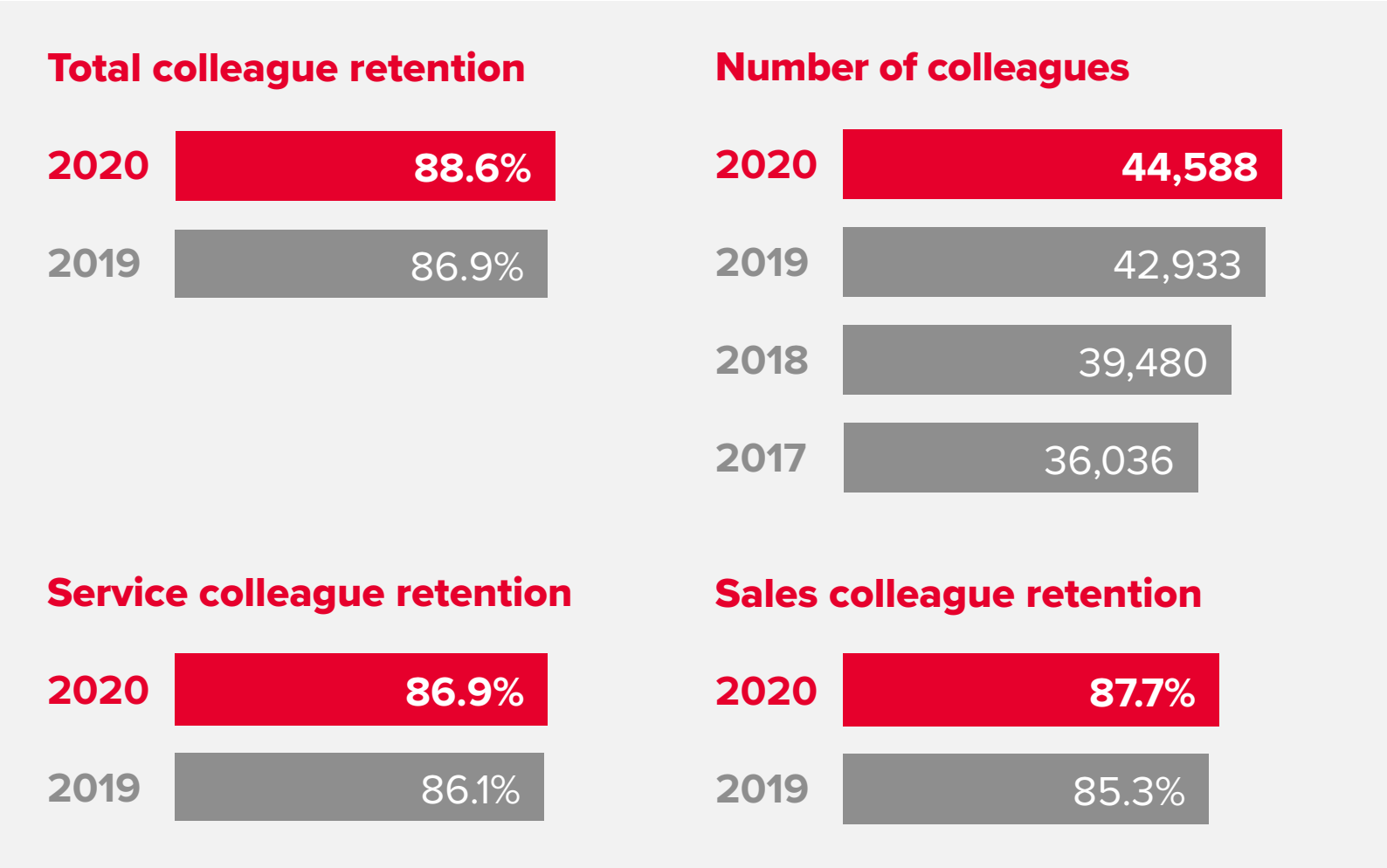


Our culture

Underpinning everything we do is our ‘One Rentokil Initial’ culture. We have a one-team mentality with a common purpose and set of values, focused on delivering a great customer experience.

Culture of long service – retaining colleagues

Our programme to increase colleague retention continues with a focus on line manager capability, induction and coaching. This has contributed to a significant improvement in the retention of colleagues in 2020.



Our Purpose

Protecting People. Enhancing Lives.

Our Values

SERVICE

We are passionate about delivering excellent service to every customer.

RELATIONSHIPS

We value long lasting relationships with our colleagues and customers.

TEAMWORK

Our business is all about great teamwork – getting it right for our colleagues and customers.

Our Culture

CUSTOMER FOCUSED

Firstly, we are a service company. We strive to meet our customers' needs and our people go the extra mile to do so. We work hard to support our customers and each other. When things go wrong, we put them right, fast.

COMMERCIAL

We employ and incentivise smart people to help the Company grow by making good decisions that benefit our customers. We constantly seek out new opportunities for growth and ways to work more effectively.

DIVERSE

We want our workforce to reflect the diverse customers we serve. We value everyone's talents and abilities and strive to attract and retain the best people from the widest possible pool of talent.

DOWN TO EARTH

We do not like big egos. People who succeed with us are friendly, comfortable in their own skin, straightforward, seek to improve, with practical ideas and experiences, and they acknowledge the contribution of others.

INNOVATIVE

We use the latest advancements to build an innovation pipeline that sets us apart from the competition. We embrace technologies that help create new products and make us more efficient.

Colleagues					
Indicators	2019	2018	2017	2016	2015
Survey response rate	90%	Two year cycle	87%	Two year cycle	83%
Colleague enablement	79%		78%		74%
Colleague engagement	79%		77%		73%

Colleague engagement

Rentokil Initial undertakes a census survey of colleagues every two years of colleague engagement and colleague enablement, delivered through an independent third party to ensure confidentiality, as well as targeted pulse surveys. We are pleased that participation rates remain high.

In 2019, the Company scored 79% for both Colleague Engagement and Colleague Enablement – 4% above High Performing norms. Colleague engagement has improved by six percentage points since 2015.

During 2020, we conducted a series of pulse surveys to assess whether colleagues felt safe, productive, and sufficiently supported by their managers and systems to enable them to effectively fulfil their roles during the crisis, receiving a c.90% positive response.

External perspective

In line with best practice, we also report third party analysis from the global recruitment site Glassdoor. On 31 December 2020, our ‘Company Overall’ rating was 4.1 (out of 5) and significantly ahead of the Glassdoor average of 3.5 (out of 5).

Rentokil Initial was 18th in the Glassdoor 2020 Best Companies to Work For survey.

