

Pursuit of Innovation & Excellence

With operations ranging from house design and build, across the design and manufacture of sustainable technologies, to the primary manufacture of rotary-moulded products, the single unifying factor across all of Gusto Group's activities is the twin pursuit of innovation and business excellence.



score of 80%, whilst ensuring that the score in any one of the 120 areas of the business assessed does not fall below 75%; this equates to good practice being achieved, as it applies to all areas of the business.

Successful innovation coupled with excellent business performance can only be achieved with good people.

The thirst to innovate is reflected in the search constantly to improve the products and services in the Group's portfolio, and to add to them where this enhances results.

Gusto Group's personnel policies therefore include recruiting against clear and detailed job and person specifications which emphasis personal qualities.

Business rigour and discipline is added to cultural innovation through use of the Business Excellence Model which monitors performance across 120 different aspects of operations across 9 strategic areas of the business.



Post-recruitment, all staff are supported in reaching their full potential through in-house and external continuous professional development, with individual training

programmes agreed through a formal training needs assessment.

Gusto Group utilises the BEM to set its year-on-year targets for improvement, the aim being to achieve a 5% improvement on its overall current



The skill-levels that result from this enable Gusto Group to match, and even exceed, the capabilities of many far bigger enterprises.