

RAISE THE STANDARD
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THE ASCOT WAY
ELEGANT ◊ UPLIFTING ◊ ORIGINAL

ELEGANT

Behaviour: Take care of the detail

Take personal responsibility; Anticipates the needs of others

UPLIFTING

Behaviour: Make every moment delightful

Upbeat, positive and energetic; Friendly guest focused (both internally and externally)

ORIGINAL

Behaviour: Lead the way

Offer solutions to problems; Suggest new ideas