





Our Team

OUR BELIEFS

The word "**ENRIC²H**" calls for all NHBians to commit to a common set of beliefs about how we work, interact and serve.

- **Esprit de Corps:**
We trust and respect each other and believe in teamwork.
- **Nurture:**
We are committed to lifelong learning and we care for our colleagues.
- **Reliability:**
We are dedicated and professional.
- **Integrity:**
We are honest and fair.
- **Creativity:**
We are proactive and innovative.
- **Customer Orientation:**
We value our customers and stakeholders.
- **Happening:**
We make things happen in exciting and fun ways.

OUR BRAND PROMISE

Living Heritage, Dynamic Cultures

Our new Brand Promise, *Living Heritage, Dynamic Cultures*, calls us to play a leading role in developing a cultural and heritage sector that is enriching and relevant to all. More than just a tagline, our brand promise is a unifying positioning statement that we should all know and share.