**Vision:**

To be Perth’s premier provider of electrical service solutions

*Optional Tag line: Dynamic results - Proven reputation*

**Mission**

**1: Deliver Growth and Value**

By: - Maintaining a market presence - Leveraging our technical resources – Networking and developing stakeholder relationships

**2: Remain Profitable**

By: - Increasing revenue – Optimizing capacity utilization – Maintaining expenses

**3: Be Sustainable**

By: - Improving internal efficiency – Diversifying our income sources – Implementing Social & Environmental improvement initiatives

**Values:**

**Honesty & Integrity**

Customers, contractors and suppliers will be able to count on Insight personnel to deal straightforwardly and adhere to the strictest moral and ethical codes of conduct.

**Safety & Responsibility**

Insight is committed to constantly improving safety practices at project job sites and within the electrical service industry as a whole.

**Commitment to Quality**

Customers and stakeholders will be able to count on Insights workmanship being among the best in the industry.

**Innovation & Technology**

Customers can rely on us to apply the latest proven technologies on their projects, and to be on the ground floor of industry standards for new and emerging markets.

**Knowledgeable & Valued Employees**

Insight recognizes that its greatest asset is its people.  We pledge to treat each employee with integrity, dealing honestly with all.

Optional Text for Values

*Serving utilities, builders, large private and commercial clients Insight Electrical is committed to leading the industry in safety, training and customer satisfaction.  We will meet and exceed expectations through our full-spectrum of electrical design, build and maintenance services, state-of-the-art assets and financial strength.*

*We will continue to embrace new technologies as they emerge and will pursue new and emerging markets.  We will maintain our business beliefs and pursue unique and challenging projects to help build a culture that nurtures innovative thinking and strategic planning.*