

Our Values

VISION, MISSION, GOALS AND OBJECTIVES

Vision

Sprout will deliver creative design and strategic marketing solutions for our clients that exceed expectations and maintain our status as the leading design agency in the Northern Territory.

Mission

To set and maintain the highest standards in creative design and strategic marketing for our clients by combining creativity, knowledge, service and technology online with national and international benchmarks.

SPROUT GOALS

In order for Sprout to attain its vision as described in our vision and mission statements, we must achieve the following primary strategic goals:

- Grow and sustain healthy business, positive financial indicators, surpassing industry ratios, maintaining client satisfactions and nurture repeat business
- Provide personal development opportunities for team members
- Understand customers, competition and industry, and meet specific customer requirements
- Access and develop new business opportunities for company expansion
- Develop key business networks and affiliates
- Maintain memberships of professional associations

SPROUT OBJECTIVES

In order to help attain our primary goals during the next year, Sprout will carry out the following specific objectives:

- To build and maintain client relationships
- To nurture a team environment
- To embrace opportunities and personal development for staff
- To provide solutions and offer clients service to the best of our capabilities
- To build our database and networks based on our reputation
- To maintain our position as the best design agency in the Northern Territory
- To maintain high staff relation rates and employment positions
- To grow the business financially by 10% each year
- To maintain equipment and technology at the highest industry standard