

GRAHAM
Messaging Framework

OUR CORE BRAND PILLARS

OUR PEOPLE MAKE US UNIQUE.

Our people are the core of our business and the force behind our success. We have an open and inclusive culture which sets us apart. From trusted expertise to emerging talent, GRAHAM people have the drive to succeed and a genuine approach that delivers exceptional results for our clients and the communities we serve.

SUPPORTING THEMES AND TIER TWO DETAIL

GRAHAM people are genuine

GRAHAM people are different and our clients have a better experience as a result. An open and inclusive culture exists at every level of the business. Where others talk of teamwork, collaboration and partnership, GRAHAM people are the real deal – our clients tell us so.

We care about our people

We invest in our people and create the conditions for them to excel. Through the GRAHAM academy, we provide world-class training and development programmes while our diverse and challenging working environments allow our people to thrive and achieve professional success. This has been recognised with our Investors in People and Health & Wellbeing accreditation.

We do the right thing

We are a privately owned company with an impressive history built on integrity and responsibility. We have a strong moral code and intuitively know what 'doing the right thing' means in the real world.

We go beyond

GRAHAM people are prepared to go the extra mile, challenge convention and inspire each other and our clients to shape a better world.

OUR CORE BRAND PILLARS

WE HAVE AMBITION BUILT ON DEEP EXPERTISE.

We are ambitious to be the best we can be, individually and collectively. Our plans for growth are built on a foundation of collective expertise that few can match.

SUPPORTING THEMES AND TIER TWO DETAIL

Energised by growth

Our continued expansion creates an energetic, progressive environment. It creates opportunity that allows our staff to excel and deliver extraordinary outcomes.

We are pursuing our ambitions with relentless enthusiasm and resourcefulness. We are not easily discouraged and have a track record of delivering where others have not.

Expert knowledge

We are experts in our chosen fields, attracting the best people and building the teams to deliver world class outcomes. We think critically which produces deeper learning.

Leading talent

We will continue to grow this deep expertise by recruiting and developing the best people in the industry. Driven people choose to work for GRAHAM and we are recognised as an exceptional company to work for.

Digital by default

We are leading the way in developing and implementing digital technologies that transform the way we plan, design, deliver and manage assets.

OUR CORE BRAND PILLARS

RELATIONSHIPS DEFINE OUR SUCCESS.

We are a business that builds strong relationships forged on trust and reliability. We make ourselves easy to do business with and follow through on our promises.

SUPPORTING THEMES AND TIER TWO DETAIL

Clients first

The GRAHAM attitude is rooted in our 200 year history and the fundamental belief that we do better as a business if we do the best we can for our clients and partners. Our interactions with our clients strive to make their lives easier, their projects smoother and offer benefits beyond the brief.

Long-term view

While many of our projects are inherently lasting in their nature, we also work hard to form lasting relationships with clients, partners and the supply chain. Our ambition is to keep doing this for another 200 years.

Collaboration

True collaboration is at the forefront of every GRAHAM relationship. We listen to our clients, partners and suppliers, working with them to deliver cost-effective and positive outcomes no matter how challenging or complex the project is.

Supply chain network

GRAHAM are only as good as our suppliers. We have built strong working relationships with carefully selected supply chains in all our regions and have the in-house expertise to ensure that subcontractors work to our high standards. We invest in our supply chain supporting SME's and local partners to gain access to opportunities.

OUR CORE BRAND PILLARS

WE STRIVE TO MAKE A DIFFERENCE.

GRAHAM are here to stay and so are our projects. Our impact is measured not just in the quality of the project delivered but in the longer-term impact on the environment, communities and people. Our work connects communities, builds a better future and transforms and maintains the places where we live, work and relax.

SUPPORTING THEMES AND TIER TWO DETAIL

Enhanced outcomes

For us, delivering to specification, on time, to budget and in the safest possible way is central. However we strive to deliver more than the specified outcome, using our expertise and creativity to identify and implement solutions that reduce cost, drive efficiency and enhance outcomes.

Positive impact

We continuously assess the value of our impact, whether that be on the environment, communities or people. We are leading the way in sustainable development and the implementation of technologies and materials which will ensure future generations are positively impacted by our operations.

Challenging

We continually review our processes and use our experience and expertise to challenge proposed solutions where we feel we can present better options. Through early involvement with projects, we have shown time and time again that we can reduce costs and improve outcome.

Progressive

We make a positive social impact through our supply chain development, sector leading skills academy and our community engagement programmes. Our work delivers lasting impact to millions of people in every corner of the UK and Ireland.