

01/10/1991: Tia Sabrina Moore

Respect

From day 1 respect was something I always had to have for my parents.....
The start of my victorian upbringing.

Humour

Development of a sense of humour was key...Have you seen my middle name?

02/11/1993: Joss R Moore

Flexibility

My brother was born. Adapting and changing to new and, sometimes demanding, situations is key to surviving.

Easter 1995: First day at school

Loyalty

I started school at the age of 3 and a half. My respect for those educating me, and the school itself, led to that respect developing into loyalty.

Clean Environment

Your work space should be what is comfortable to you. Some overly bland environments do not bring out the best in everyone.

Summer 1996: Bike ride

Determination

At this young age I decided one day I was going to ride my bike. Through scraped knee and bashed head I rode around the garden until I had succeeded. This has always been a "quality" that I put towards every area of my life, working or otherwise.

Summer 2001: Cricket

Teamwork

I am a great believer of "its not what you know but who"... in many situations 'individual' is key, however, there is always going to be someone else out there that may just be able to give you the knowledge to improve, or be a specialist in a smaller area of a overall project.

Competition

Started playing county cricket, and never found losing something that tasted very nice. My competitive streak features prominently throughout my life and it drives me to do better.

September 2002: Big Fish

Integrity

Keeping one's word and being truthful is important but unfortunately with my growing responsibility you learn that on every occasion can promises and agreements be met fully.

Reliability

Was made Head Girl, House Captain and Prefect. Yes it seems like showing off, but 11 years old really was about as good as it got. However, these responsibilities all made me realise that being reliable gets you places and earns respect.

September 2006: Welcome to the world of design

Creativity

Started my first design course, Product Design. Opened my eyes to the theory of creativity and the idea that there really is no boundaries in some cases.

January 2007: The working world

Harmony

When I first started working in an environment with many people, tensions tended to form. This is where I realised that my ethic is "Go to Work, Do my Job, if i get along with people then fine, if not, not a

Profitability

No money, had to get a job in a cab company that I hated. This gave me the understanding of not only the fact that money allows you to live, but also the knowledge that it influences decisions and thoughts of yourself and others so such a great degree.

September 2010: Aesthetics??

Aesthetics

I learnt the meaning of the word .. which was a big step... but it enlightened me to its importance within design.,

October 2011: The older me

Evolving

This value encapsulates all of the others, as the timeline shows, it is my evolvement as a person that has created a range of values that determine my work ethic and life ethic.

Key

Always Important:



Sometimes Important:



Important-ish:



Rarely Important:



Never Important:

