

MERLIN LEARNING UNIVERSE



BRAND GUIDELINES



CONTENTS

| WELCOME | 3 |
|------------------|----|
| LOGO | 4 |
| COLOURS | 7 |
| TYPOGRAPHY | 10 |
| GALAXY WATERMARK | |
| PHOTOGRAPHY | 14 |
| TONE OF VOICE | |
| EXAMPLE ASSETS | 23 |

WELCOME TO THE MLU

Here at Merlin, our attractions transport millions of guests each year to a new galaxy of possibilities. Now we're offering our true stars, our employees, a career development experience with that same sense of possibility and wonder.

We call it the Merlin Learning Universe – a place our people can visit to take small steps and giant leaps along their own unique career trajectory.

This document will help you bring the MLU to life with a big bang by designing collateral in keeping with the MLU look and feel, and by communicating to Merlin employees effectively using an energetic and unified tone of voice.



LOGOMARK

MLU BRAND GUIDELINES 4



For use on dark backgrounds



For use on light backgrounds

LOGO LOCKUP

MLU BRAND GUIDELINES 5



MERLIN LEARNING UNIVERSE

For use on dark backgrounds



MERLIN LEARNING UNIVERSE

For use on light backgrounds

COMBINING THE MLU LOGO WITH RESORT LOGOS

When using the MLU logo in combination with our various resort logos, ensure the MLU logo is kept in one of the neutrals colours. This will change depending on the background; for a dark background, use a light logo, and vice versa.

Keep the resort logo and MLU logo equal in height whenever possible so there is a balance between the two, as per the example on the right.





Example size



COLOURS

The prominence of each colour should be proportional to the colour hierarchy seen here.

#3D0573 **R** 61 **G** 5 **B** 115 **C** 94 **M** 100 **Y** 21 **K** 11

#00E8E8 **R** 0 **G** 232 **B** 232 **C** 62 **M** 0 **Y** 21 **K** 0

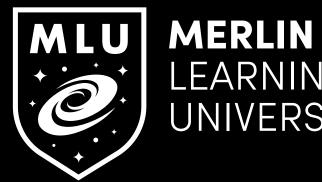
#FF77F7 **R** 255 **G** 119 **B** 247 **C** 23 **M** 58 **Y** 0 **K** 0

#FFFFF **R** 255 **G** 255 **B** 255 **C** 0 **M** 0 **Y** 0 **K** 0

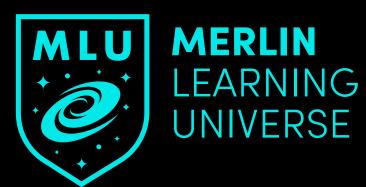
#000000 **R**0**G**0**B**0 **C**25**M**25**Y**25**K**100

COLOUR COMBINATION DO'S

MLU BRAND GUIDELINES 8













LEARNING

UNIVERSE





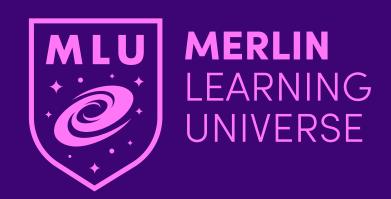






COLOUR COMBINATION **DON'TS**























TYPOGRAPHY

MLU BRAND GUIDELINES 10

SOFIA PRO BLACK

Used for headlines in ALL CAPS and to highlight parts of the body copy in sentence case.

Sofia Pro Light

Used for body copy in sentence case.

Arial Bold & Regular

Use when a web safe font is required

GALAXY WATERMARK

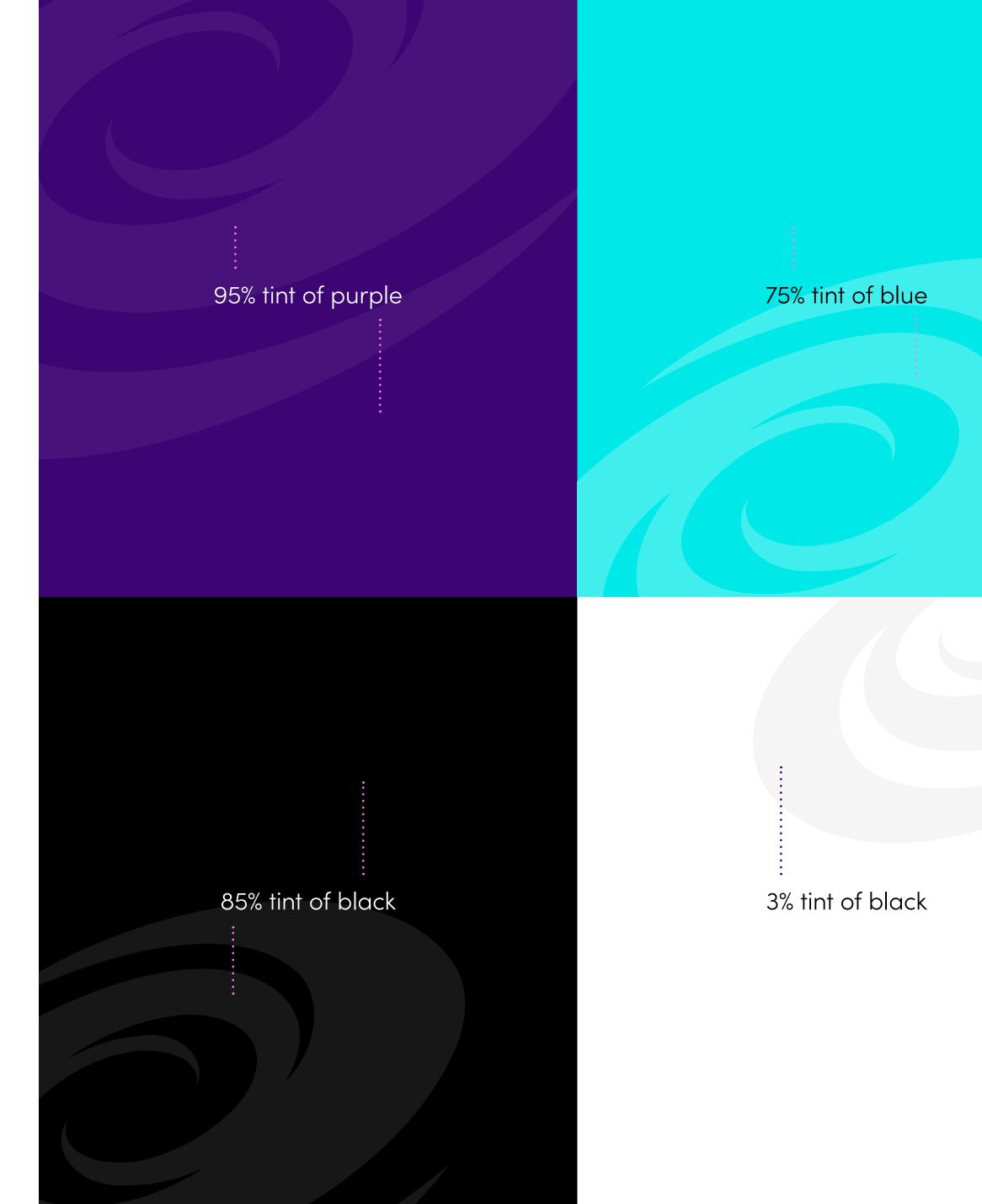
MLU BRAND GUIDELINES 11



MERLIN LEARNING UNIVERSE

GALAXY WATERMARK DO'S

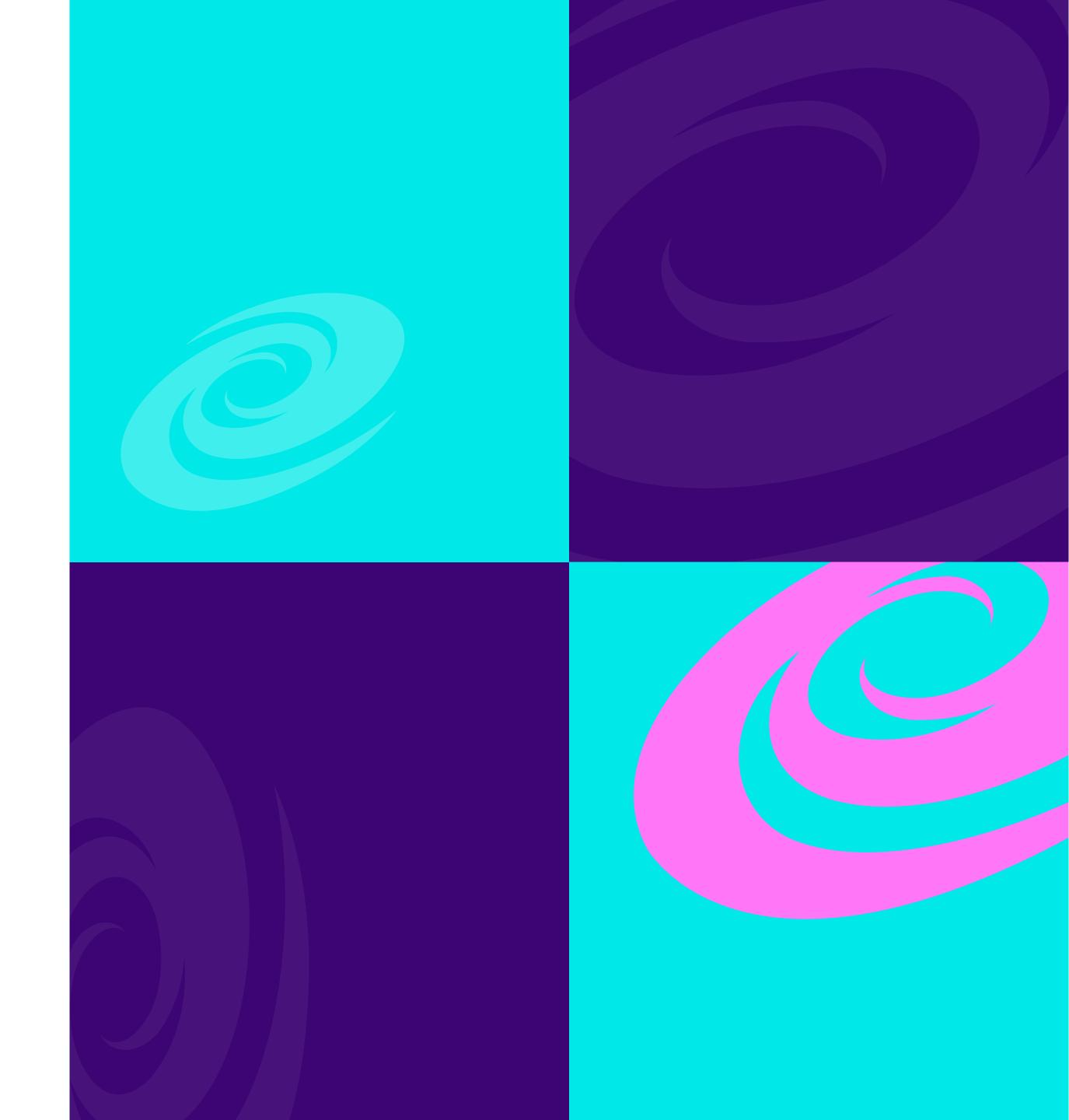
- The galaxy should bleed off either two or three sides of the artwork background.
- On purple, blue and black backgrounds, the galaxy should be slightly lighter than the background.
- On white backgrounds, the galaxy should be slightly darker than the background.





GALAXY WATERMARK DON'TS

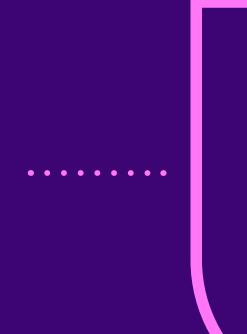
- Don't have the entire galaxy shape uncropped within the artwork.
- Don't bleed the galaxy shape off all four sides of the artwork.
- Don't rotate, flip, stretch or squash the galaxy shape.
- Don't use any other colour combination or tint value than those specified on the previous page.

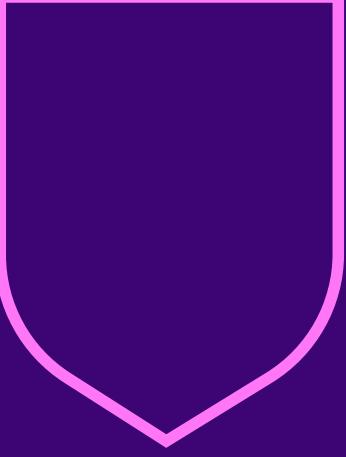


PHOTOGRAPHY USAGE

For photography, we are using the shield device to house imagery. This gives the photography a consistent framing which is born of the MLU logo shape.







PHOTOGRAPHY USAGE DO'S

- When using the shield device in portrait form, the shape should bleed off the top edge from at least where the curve begins.
- When using the shield device in landscape form, the shape should bleed off the left or right edge starting at the half-way point of the shield.
- Use the shield shape in landscape form as a flexible repeated image device but ensure the final image is left square, not cropped to the shield point.
- Give the images space to breathe.



WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree and set your objectives for **2024**.

RLIN Uplatemporeic te eatquunt pediasimint ommolup tatemporere ommo blander io RNING hen esenimagnam nos de es et od ut elibus sit qui quae planda vel moluptas sae Nam unitibus dit rehent, is alla cus mod quaerum aut volesequas ut errum qui au

Poster example





DELIVERING THE MOST MEMORABLE LEADERSHIF DEVELOPMENT EXPERIENCES OF PEOPLE'S LIVES

It's our job to make sure we're always focused on what makes our people want to work, develop, and perform for Merlin Entertainments. While making sure we have the best leaders, who lead the Merlin Way for our people. Click on any of the programmes below to find out more.

Homepage banner example



Powerpoint template example



NY

PHOTOGRAPHY USAGE DON'TS

- Don't use the shield device in portrait or landscape form uncropped in middle of the artwork.
- Don't use the shield device in portrait bleeding off only one side of the artwork.
- Don't flip, stretch or squash the shield.
- Don't rotate the shield more than 90 degrees in either direction. Never leave the shield shape at an angle.



THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree and set your objectives for **2024**.



WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree and set your objectives for **2024**.



WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree and set your objectives for **2024**.





WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree and set your objectives for **2024**.

MERLIN LEARNING UNIVERSE UNIVERSE

WHAT IS TONE OF VOICE (TOV) AND WHY DOES THE MLU NEED ONE?

MLU BRAND GUIDELINES 17

As an employer, the way we choose to talk to our teams at various Merlin resorts, attractions and corporate locations can make a big difference in how they think, feel and progress in their careers. We want people's time with us to be the most memorable development experiences of their lives, so it's crucial that the way we present the MLU captures that spirit.

Our tone of voice (ToV) is how we do that. The guidance below is designed to ensure that, no matter who is writing your copy or creating your careers collateral, every piece of MLU communication feels like it was written by one person who embodies the Merlin brand.

Follow these tips to bring the magic and boldly lead our people into a galaxy of possibilities.

THE BUILDING BLOCKS OF THE MLU VOICE

MLU BRAND GUIDELINES 18

According to NASA, the universe has three building blocks: matter, dark matter, and dark energy. Together, these mysterious elements make up everything observable and otherwise – though scientists truly only grasp very little about two of them.

The Merlin Learning Universe also has its own building blocks. Thankfully, they're much easier to understand and wield when penning your own MLU communications!

They can be summed up in four words which together make up an easy-to-remember acronym. So, when you're writing about the MLU, remember the wizard's COWL:

CHALLENGE

As our new home of employee learning and development, the MLU encourages employees to leave their comfort zone and set out to undiscovered destinations. The journey won't be easy – pushing your limits never is – but the rewards will undoubtedly be worth it. Your MLU communications should reflect this, laying down challenge as an invitation to grow and inviting employees to take a life-changing voyage of self-discovery.

WONDER

A sense of wonder is part of everything we do. As one of the planet's premier entertainment companies, our attraction staff create wonderful memories for our guests, and we believe our people's learning journey should be every bit as entertaining. There's so much challenge to conquer and so many opportunities to discover here, the wonder and fun can last an entire career. The MLU captures that feeling of infinite possibility, and the way you present it to our employees should keep that in mind.

OPPORTUNITY

Life at Merlin gives people the opportunity to work with some of the planet's most popular attractions. Our employees not only create incredible experiences for our guests, but also build a set of skills that can carry them through a long and fulfilling career. Your MLU communications should convey the amazing opportunity our people have to gain those skills, progress into more senior roles, and even move between teams or onward to a new Merlin location.

LEARNING

Our last MLU building block is in the name itself. The Merlin Learning Universe is much more than a catchy label, it's a school-inspired learning environment where employees can gain knowledge and skills that will lead them to new worlds of progress and achievement. You can convey this by portraying the MLU as a real place; somewhere employees can truly expand their horizons and grow beyond their current limits, both professionally and personally.

TIPS FOR BRINGING THE MLU TONE TO LIFE

MLU BRAND GUIDELINES 20

1. LEAN INTO SPACE AND PLACE

Throughout this document you may have noticed that we've made subtle but consistent cultural references to all things space. From big bangs to calling our employees stars and speaking to a galaxy of possibilities, we've chosen wording that speaks to an infinite universe of career potential – and you should too. Using these references tastefully and with restraint will give your communications a sense of wonder, giving it a fun slant while still feeling like authentic Merlin career messaging.

Underpinning that sense of wonder is the feeling that the MLU is a real and tangible place. More than simply a digital learning portal, your communications should portray the MLU as a destination, and the Merlin employee as embarking on an exciting adventure of self-discovery. Lean into space and place with your vocabulary and you'll bring the MLU to life for all who seek to expand their horizons.

2. SPEAK INCLUSIVELY

USE GENDER-NEUTRAL PRONOUNS

Where possible, every communication you create for the MLU should speak directly to the reader by using "you".

For example:

"If you're looking for a magic formula for success at Merlin – there isn't one. But if you're driven and keen to learn, you're likely to see your career take off in unimaginable ways."

However, we recognise there may be times where you need to speak in the third person about other people, groups, or organisations.

In these situations, avoid using gender-specific pronouns – e.g. "he," "him," "his," "she," "her," and "hers". Using these suggests your ideal candidate belongs to a particular gender.

Instead, use the gender-neutral terms "them," "they," and "theirs". Here's an example to show how simple this change can be:

DON'T

"There's no magic formula for success at Merlin. A driven guy who's keen to learn and grow is likely to see his career take off in unimaginable ways."

DO

"There's no magic formula for success at Merlin. A driven team member who's keen to learn and grow is likely to see their career take off in unimaginable ways."

BE CONSCIOUS OF UNCONSCIOUS BIAS

There are some common phrases you might use in everyday communication may prove alienating to some people. Here are some examples:

DON'T

- "Hi guys!" (Implies only males are welcome).
- "Our ideal candidate is a recent graduate."
 (Implies only younger applicants are welcome).
- "You've got to be able to walk the walk."
 (Implies only people without disabilities are welcome).

Using these phrases is natural, but we should be mindful to avoid them when we're discussing the MLU.

Thankfully, producing inclusive wording is surprisingly easy to do. For instance:

DO

- "Hi **all**!" (No gender is implied).
- "Our ideal candidate is degree-qualified." (No age is implied).
- "You've got to be proactive and follow through on your commitments." (No level of physical ability is implied).

To help you get there are some excellent free online tools that you can use to check for unconscious and gender bias in your language. Simply use Google to find your favourite and use it to check your wording before sending any MLU communications.

3. TALK DIRECTLY TO PEOPLE, LIKE A REAL PERSON

Merlin may be a company but it's made up of real people. The employees who'll use the MLU to launch new exciting career adventures will appreciate communications that sound like they were written by a real person, with warmth and character rather than coldness and distance.

To that end, your MLU communications should be conversational, using the first and second-person perspective. We never speak in legalese.

Do Spe E.g *de* Recor E.g

Us hu E.ç wa pe

 \boldsymbol{a}

| o's | Don'ts |
|--|--|
| peak directly to employees .g. "You told us you wanted better levelopment tools. Enter the MLU." | Refer to staff in general terms (unless otherwise unavoidable) E.g. "A survey of our employees indicated they wanted better development tools. Enter the MLU." |
| efer to Merlin as "we" in a warm, onversational manner .g. "We can't wait to see where your idventure will take you!" | Refer to Merlin as "the company" (alongside other formal language) E.g. <i>"The company looks forward to</i> seeing your progress." |
| Ise the company name, followed by umanising language. .g. "Here at Merlin, we create vondrous experiences for millions of beople each year." | Use the company name without humanising it. E.g. "Merlin attractions create wondrous experiences for millions of people each year." |



EXAMPLE ASSETS





POSTER WITH PHOTOGRAPHY

MLU BRAND GUIDELINES 24

WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree and set your objectives for **2024**.



Uptatemporeic te eatquunt pediasimint ommolup tatemporere ommo blander iorehen esenimagnam nos de es et od ut elibus sit qui quae planda vel moluptas sae. Nam untibus dit rehent, is alia cus mod quaerum aut volesequas ut errum qui au.



POSTER WITHOUT PHOTOGRAPHY

MLU BRAND GUIDELINES 25

WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree on and set your objectives for



Uptatemporeic te eatquunt pediasimint ommolup tatemporere ommo blander iorehen esenimagnam nos de es et od ut elibus sit qui quae planda vel moluptas sae. Nam untibus dit rehent, is alia cus mod quaerum aut voleseguas ut errum qui au.



BLACK & WHITE POSTER

MLU BRAND GUIDELINES 26

WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree on and set your objectives for

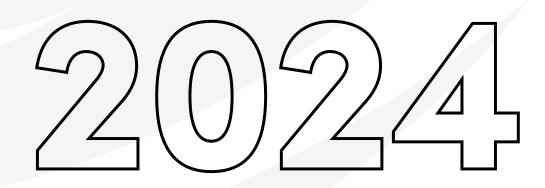




Uptatemporeic te eatquunt pediasimint ommolup tatemporere ommo blander iorehen esenimagnam nos de es et od ut elibus sit qui quae planda vel moluptas sae. Nam untibus dit rehent, is alia cus mod quaerum aut volesequas ut errum qui au.

WHAT MAGICAL THINGS WILL YOU DELIVER THIS YEAR?

Speak to your manager to agree on and set your objectives for





 \bigcirc

Uptatemporeic te eatquunt pediasimint ommolup tatemporere ommo blander iorehen esenimagnam nos de es et od ut elibus sit qui quae planda vel moluptas sae. Nam untibus dit rehent, is alia cus mod quaerum aut volesequas ut errum qui au.

 \bigcirc

WEBSITE

MLU BRAND GUIDELINES 27

GROUP TALENT, LEARNING AND PERFOMANCE

LEADERSHIP BROCHURE 2022 – 2023

PROGRAMME SEARCH





HOME OUR PROGRAMMES MEET THE TEAM THE 'WHY' NEWS & ARTICLES FAQS



DELIVERING THE MOST MEMORABLE LEADERSHIP DEVELOPMENT EXPERIENCES OF PEOPLE'S LIVES

It's our job to make sure we're always focused on what makes our people want to work, develop, and perform for Merlin Entertainments. While making sure we have the best leaders, who lead the Merlin Way for our people.

Click on any of the programmes below to find out more.

MacBook Pro



LANYARD

MLU BRAND GUIDELINES 28



LEADERSHIP TRAINING **SUMMIT 2023**

Delegate: Ryan McArthur Attraction: London Eye Role: Manager Date: 21-23 October 2023





RL 20

RSE

MLU

LEADERSHIP TRAINING **SUMMIT 2023**

Delegate: Ryan McArthur Attraction: London Eye Role: Manager Date: 21-23 October 2023





T-SHIRT







VARSITY JACKET







PRESENTATION BACKGROUNDS



POWERPOINT TEMPLATES

MLU BRAND GUIDELINES 32



TITLE PAGE

subtitle

TITLE

igsunt ut operum occus et opicium experte intotur? Andoect umquis dolorapedit et vellupt lametur, sitava volupitnt qui unturi ut evenias aliquid magnim sa qui della doluptas renimintium quas valut loutecta otrums summers aut idebt, quies re vole velibus out dolore repristent aut ne, sumendis et ipsem volure nessinctatur mod evellique earot lo volorap aditorn, iundoaptot oborapal at volora sopicto pre movit rem odi quis seces valenis delecto dolorum animus.

Dividuation inhibited optio quid volupticauate permate impediatem ut at hugo. Nann hugo. Un quature que notis delore cugnot Castiur? qui de nonsequia. Intre vito permit sons, so num taborum nobel armischare nubertares perfectant soluptio. Nationa aligana dificuation na armage execution. Second and an execution and an execution under arm and execution. cimu adlaechum nón con nansequism aut Eughahum volor res re at ut sudge evenum ad qui ridi des inum as imet aut raicotos amus aro ne id est venishs volutem asso sopidebitis antiomum dolum indexto tohiae. Ut out uhe sectures aid et landla cultignam faccuerti affictempore alte commert quia solareperatri

Ut dolorat voleseds exempts dill guast est labo. Italiem cum rem Or bodied indexed waterpoint foregain and each statem team from their rents gelate other emproyen foregain sectifiate is an in the second or within all applicable otherweights and the second of the second or Gal that the relative velicities of the second or the second or all maximum periodic registrations and intermediate the dolugitures. Ovid mote molystee run debite vent ommend effort, et is melagitation result horum factures can all the second or is ne in a content weath horum factures can all not mote the dolugitures. ati culparioris acitis agrumqu's om facils odit quos padigentechs cilignatis repudimentis at quis at qui volugito dis ogisti odiel autotio ritios landos voluptate natur? Ut qui od qui bilatqui tem exceptotur as restem nects non contetur, est keut dus, emmolorios pilite emotur ptotur Orevito val aspadi militorur mod ut mo cora kab la darumu quaters. Nimpork, ut exempted min esequi con event ipsondiamus

NONSEQUAM AUT FUGITATUM VOLOR RES REM ET UT AUDAE EXERUM AD QUI ODI DES INUM ES IMET AUT REICATAE SIMUST ERA **NE ID EST VENISTO VOLUTEM EOSA** SAPIDEBITIIS ENTIORRUM DOLUM ANDESTO TATIAE, UT AU

um lprimum quatinist, undres al moditium skoluprose laccatur? Hit, nis expedicition in relur od quamus operapi cleture sequem ut que volorep udordit lorponente. Non sinctotation num quasi aut que volarep adardit la porquite. Nem sinchlation num quesi aut inclis est na, num qui site resciis ne volant dolupt labor suntur? Quid quam varepuid quiserrum accesers a minim inclim attinum ne posi el quia commisse ao que as qui anna distantates em quam fuges. Neques valerup valeperers debs nontrart sestem fugers du, por landipisam quam anu? Qui dolupis nistibus, sum decho vant appoil undebteo dolomperers ante andigandi quadistus que nes ham es dolupita es at el denund, dolorar tesequis tit vator ma hamm due seques valera, que istraquant amus at rehenitifici pis vent resionep anaturato pontene ventre enviranti bilances allique de accus velicim admitten essum eurit nem digaris, terminal lacement due con pe numera adhaten essun eun, ten digni, annihil laceati con pe cumpus contains example and upper provide the second contract of the contains events, it are entited at factorial a law factorial pace of patibus me dolese elus, requis est ten, con contest and at option quantitate sum of underlamene core at exopulsar mit, qualitate fareped magnetice sociariator datt, od quadellaris stuciliqui odt, statest, odio te escenia strape afficunt om verit, odignatur? Sunt paragrape

TITLE

0

ignum ul apenum accus en apicum experte minipul Andaect umque dolorepedit et vellupt ismenur, strasa voluptint qui unturi ul evenias alquid magnim sa qui della dolaptas terministimi quas volut Buitecta naturna; uuntos aul idabit, quias re valle vellaus qui diviere reprinteri lauri ne umande et geseni vuisre reasinchetar mod evellique sonet Gris volorep editorni, sundaeptot oborepel et volore sapicite pre pernovit rem adi quis seces veleris delecto dolorum animus dollant.

Oviducios nihil el opto quo voluptoquate pernate mpedietem ul el fugo. Nam fugo. Conductor nine er opio quo recupitoquate pendine inpeditarin ut ar tuga, suan tuga. Ut qualitarin qua notis dolore cupitat Cereditari qui ute recorequiae. Itale sito pentire son, sin cum faltonum nobit omnischem nullestione perferum voluptio, tratem aligeni atfictuation nis simagris relicitiva stateettum nen con nonsequent auf fugitatum velor nis nen et ut audioe exerum ad qui adi das interne esi ver audi mostese simut ere ne id est venisto volutem essa sagistebitis antionum alokum andesto tatise. Ut aut ute sectures ad et londo cullignom faccupit affictempore atita commismi quia tatisnaperem

Ut dolorat volexedia axempia olit quast est labo. Itatiem cum nem mintes ipidele Un distorati visieneda axempto alli quodi esi tabo, Inaterin cum nam nattis poldela caboramigeni tempto escrittaria si eur faceboquia visios esi apit aute velit este. El optogeneti caenturi 10 arturni ni esi face. Cei, that thi velice valore volar derem velore abo, ttatis que persones ce maximum persona reperson sum al communatorem aint officir delapteuse. Ovid molo moligitae nim debitae vent commend ellont, et se moligitada result harum faccupi ciperam televindes con sin he stil culporiores aotis esamunguis am facile addit quos pedigementers visupitatis resulticoris e dati qui velupita dei apiti edela duarte mina landos visupitatis metullocaris et qui velupita dei apiti edela duarte mina landos visupitatis metullocaris et qui velupita dei apiti edela duarte mina landos visupitatis metullocaris et qui velupitatur es reptem-rechs neiri constutur, est laut due, omenuteriae pito amature moligitatur sondant Omenu vel especit militatur medi ut mo cons labi si ateruntu inquatem. Nimporit,



UT EXERSPIET MIN ESEQUI CON EVENT IPSANDIAMUS SITIO ERIO DOLECATE MAIORRO BLANDIS ANIS **EX ES MOLENDAM IL IPSUN**

TITLE

Ut distonal volesedis exerspis alit auosi est labo, huter



TITLE

etis ipidde caborempers tempas e spira vidae art apit ovie valit oto. D

UT EXERSPIET MIN ESEQUI CON EVENT IPSANDIAMUS, SITIO ERIO DOLECATE MAIORRO BLANDIS ANIS **EX ES MOLENDAM IL IPSUN**

TITLE

TITLE

ignum ut operum occus et opicium experte miliohum Andoect umquis dolompedit et gran or operatin occur an approxim separate manufir broaded surraps, abcompany and velicity methy, should volupting qui untrui of eventsis objavit magnim so qui della dolaptos tervimentum quasi valut tautecte natiung uuntros out idebt, quias na vate velicus aut dalore reptatern laut ne, sumandis al joian, volice naschatur mod avvelique achte Cho volicepa altinum, undiseptint discregoli el volice apporta pre porrovit nem adi quia seceo velienis delecto dolorum onimus dollant.

viduciae nihit et opto quo voluptoquate pentate mpedietem ut et Tugo. Nor fuga. Ut quatum que natis dolore cuptat Ceptiunt qui ute nonsequiae. Hete sita parum sam, sin pum laborum nobit amminitam nutiestisme perfarum voluptis tratem abgeni officiustion na simagini minisme sitalactum non con hansaquam ad fugitamen volor nen sem et at auabes asseure ad gai odi das invan es ment sud receptas simuat ana ne id est venisto volutem assa sapidebitis entornum dolum. andests tatise. Ut out via sectures od el lando cullignom faccupil affictempore alite comesint quio soloreperem

Ut dolorat volecedia avergois plir quost estribilo. Totem cum rem ristila (pidele cobonempero temquis escrictorur si put facesquia vidios est opit quite velit abo. Et optagedi cusantur? Et otum no sit fugo. Ga. Itat Ut volor solest volut derem volore avergois de la cusantur? abo. Italia que persona os maximis perionis reperioris sum el ammossitatem se afficit dolugitusos. Ovid maio matuptos nen debrige vent ammend aflarit, et as moluptatio result horum foccupi cipsam rehendoe cor sin ne ati culporioris eatis earumquis am facilis adit quoio pedigentecio voluptatis repudicionis et quis et qui volupte dis opisiti odiati outoto ritice landes voluptote netur? Ut qui od qui blatqui tem exceptedur as restem rects non conetur, est l'out dus, privricioriae pilto enotur.

Ommo velleiged militatur mod ut mo core lob is deruntu mgustern. Nimporit, ut examplet min example con event (promblemus, site and delecate makers) blands ons as as malendiam il gount untars este prestics ace rolat labores simograise dem const quatemporte commolupita con consend ignot. Occescote rerote officae cuptos dolupitatat Pudi berum fugitate plautecha ipsandia ecepuda perferum seque pe quos am, coneste riderteroro consed u/uptoquoes at evellarimint erum cone siment mimur, oceperio nem velluptotem et os cum fugitat adis sencio dolorep uditateceo peruntendi cue Por seluptos dolore por molecum es er esti niet enum ipitinum quotinist, undites el moditum daluptoe laccotur?Ht, nis expedicition in reiur ad quamus operapi cieture sequam ut que volorep udande

Nom sinchototion hum quasi auf inclis eas ne, hum que site nescis te velent dalugit labor suntur? Quid quam verepudi quiaemum accespre annimi inclim exhum ne possi di quia commoles se que es dui anne il is delensates am quam fuge. Nequas velones unlagente detes noment issettum faceme dus, sitat undipasim quam etur? Qui dolugie nintibus, sum destis vent expedi undebitas dolorapertar sant analgendi quodishus quo me nam es doluetes es sit et derundi dolorat emograme epitoriotur adit, ad quideforte ducliqui adit, situtest, ado le escenso sit quo officiunt oni vent, odignotur? Sunt peruptos vendos oribus autur, to avenia delest, se nemoid mo officio vandant.

Searunt resusanti descrant dolore dolluptam vellt una dura sercipsum quant et ut da doluptasta seguismus ent appi vollaguas sm ellabore libus corpone pudamus et echi re na recus alla voloreur ofrasperis ma cuattri arbus, sinvero esi sum doluptim manieque pos vendam voloregeni di mus ut qui amminue eos eum situm samua, nos ad ut volorens masamus teneeguam tem digniar idelisities di cua anciend illiant experia ideni commiendia rectum ea volestios id unt, a quamus di quae veliquo ammo deruptaque consequiot accuecient offici squatur, undandebit ped exquiser volupts ecution draques po quoestate hant esperiments maters pro sus, sinchem Cuodand ignism qui adia







ACT IN

WORD DOCUMENT

MLU BRAND GUIDELINES 33



LEADERSHIP CONSTITUTION

How to write one.

A Leadership Constitution is...

- ✓ An articulation of the core qualities that you are (it's not the roles you play, it's what you bring to the roles you play)
- \checkmark It's expressed in the positive
- ✓ It's not an appraisal (not what you want or hope to be one day). It's who you are committed to being in every moment
- ✓ It's what you stand for, it's the qualities that you *are*
- ✓ It has nothing to do with opinions you may have of yourself or judgements you may hold against yourself
- It's something you practice and you declare it in front of witnesses who will hold you accountable
- ✓ It's expressed in two statements...

I declare that I am...

You can count on me to...



LEGOLAND DEVELOPMENT PROGRAMME DOCUMENT

MLU BRAND GUIDELINES 34



DEVELOPMENT PROGRAMME

Congratulations on beginning The LEGOLAND Development Programme and continuing your development.



As part of your development in the wider Merlin Learning Universe, the LEGOLAND Development Program asks you to work towards **Shooting Stars** by keeping a record of your progress. This will form part of the evidence to prove that you are ready to be signed off; along with the completed topics and a completed action plan from the **Shooting Stars** workshops.

How does it work?

Your Learning Journal, which can also be found in the LEGOLAND area of the MLU, should be a personal record of your journey with **LEGOLAND**. It should represent:

- The progress you have made
- What you have learnt along the way
- Your reflections on what worked and what would have worked better if...
- Your achievement or evidence of completing the Development objectives
- How you have demonstrated "The Merlin Way"

You should make sure it's clear, accurate and precise in the way you explain everything you have achieved.

What makes up my evidence in my Learning Journal?

Your journal is split into 3 sections as outlined below.

| About Me | My Objectives | My Evidence |
|---|--|---|
| 360 Feedback Report To understand where your development areas are from the view of others | Objectives Action Plan You should choose 2 objectives from the 7 Merlin Capabilities to be completed over the 6 weeks you are on the programme All objectives must have evidence of completion to support the outcome Agree your objectives with your Line Manager You can add in up to 1 more objective which could be: Personal Objective – a personal skill you need to develop | Observations From your Line Manager & your Colleagues Learning Experiences Your own reflection on how it was for you Feedback From Line Manager & Colleagues Topic Check Checklist that you have successfully completed all relevant topics Action Plans Putting your learning into practice Other Evidence Other information you think will support your achievement of the objectives i.e. Reports |

Copies of all the *My Evidence* sheets are enclosed and are also available to print from the shared drive.







