

- inspires and teaches leadership competences





- teaches our expectation of behaviour and attitude



- and creates new role models





- **Cruden Apprentice Award Day June 2011**

- 39 apprentices, trainees and young learners
- 8 awards by leading NW clients

- The Glass House, Outside Manchester Town Hall

- **A celebration of young people's achievements**



- the record at Cruden is that our people stay with us ...



- our investment is rewarded with enthusiastic, well motivated and loyal employees





- we inspire them .....



- and they inspire us

