

In the world of excellence, we're always looking for examples of organisations that achieve outstanding results time and time again. So, at this time of year, let's focus on the incredible achievements of Santa. What's behind his success?

Integrity

Everyone knows Santa has a strict ethical code and rewards people based on personal behaviour throughout the year.

Customer Focus

All Santa's products are individually made to order...as long as you've been good.

Execution

Santa delivers to every house, worldwide, with a 24 hour window. Now that's *Just In Time* delivery...

Sustainability

Despite having a worldwide distribution route, Santa's choice of transport means his carbon footprint is virtually zero.

Partnerships

The real secret to Santa's success... His global network of partners who ensure every child's wishes are met... Just don't tell the little ones!



Awareness & Communication

When it comes to building a globally recognised brand, few can compete with Santa. Many of his customers even sing about him!

Embracing Diversity

Santa's Workshop has been providing employment opportunities for vertically challenged individuals for many years.