

Core Values

Defining the way
we do business

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Core Values

At Maersk we have a distinctive set of Core Values which drive the way we do business. These five corporate values were ingrained into our operations by our founders, the Møller family, and have remained guiding principles, governing the development of the company for over a century.



Constant Care



Humbleness



Uprightness



Our Employees



Our Name



Constant Care

Take care of today, actively prepare for tomorrow

What it means as a Core Value

- Forward thinking, planning and execution
- Being informed, innovative and seeking out new ideas
- Looking for changes in the environment
- Proactively moving forward, striving for higher levels
- Benchmarking against the best-in-class
- Timely and appropriate attention to detail at the appropriate level of the organization
- Thoroughness
- Acting with sense of urgency
- Balancing opportunity and risk management
- Appropriate risk identification and management
- Learning from successes and mistakes
- Pursuing continuous improvements in health, safety and environment (HSE) and security

What it does not mean

- Avoiding risks
- Avoiding making decisions or taking actions
- Unnecessary bureaucracy
- Mindlessly pursuing “no detail too small, no effort too great”



Humbleness

Listen, learn, share, give space to others

What it means as a Core Value

- Showing trust and giving empowerment
- Having an attitude of continuous learning
- Never underestimating our competitors or other stakeholders
- Acknowledging our limits and mistakes
- Managing our ego
- Putting 'We' before 'I'
- Having an understanding and respect for others
- Listening to and understanding our customers
- Listening, sharing and being open
- Sharing success

What it does not mean

- Not being strong, competitive and confident in our potential
- Being complacent, arrogant, or overconfident
- Being submissive or indecisive
- False modesty
- Not celebrating success
- Lacking personal ambition
- Being invisible
- Not being confident



Uprightness

Our word is our bond

What it means as a Core Value

- Honesty and accountability
- Openness about the good and the bad
- Speaking your mind in the debate, but backing the decision
- Having the personal courage and integrity to take the tough right decisions
- High ethical standards
- Being trustworthy
- Fairness, decency and respect for others
- Focus on the company's agenda first, not our personal agenda
- Our reliability – can rely on us doing the right thing

What it does not mean

- Not re-evaluating decisions
- Second guessing decisions
- Blaming others
- Being 'smart' in the negative sense
- Being self righteous
- Being naïve
- Not standing up for what you think
- Asking or paying people to do what they are not supposed to do



Our Employees

The right environment
for the right people

What it means as a Core Value

- Attracting and retaining the right people, building the right team
- Providing opportunities for continual development
- Rewarding performance, promoting for potential
- Fairness and mutual respect
- Responsibility and care
- Loyalty and commitment to our Group
- Two-way communication
- Embracing diversity
- Creating a motivating environment where our people enjoy working and having fun together

What it does not mean

- Guaranteed employment or promotions
- Taking the easy option
- Employees as just an asset
- Clones



Our Name

The sum of our Values,
passionately striving higher

What it means as a Core Value

- The embodiment of our values
- Passion and pride for what we do and how we do it
- Our image in the eyes of our customers and the external world
- The identity for our employees
- Respecting and building on our strong heritage
- Focusing on both the short- and long-term
- Professionalism and dedication
- International in leadership and mindset

What it does not mean

- Acting rich and arrogant
- Old fashioned and complacent
- Creating a cult-like environment



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