

# OUR VALUES

OUR VALUES ARE IMPORTANT BECAUSE THEY ENABLE US TO GROW AND DEVELOP BOTH INDIVIDUALLY AND AS A GROUP. THEY HELP US TO CREATE THE FUTURE WE ALL WANT TO EXPERIENCE. EVERY INDIVIDUAL IN OUR ORGANISATION IS INVOLVED IN MAKING HUNDREDS OF DECISIONS EVERY DAY AND THESE VALUES HELP TO SHAPE, SUPPORT & GUIDE US.



## SHOWING CARE & RESPECT

### MEANS

- Putting the customer at the heart of everything we do
- Maintaining work/life balance
- Being aware of both internal and external stakeholders
- Thinking about your personal development
- Creating an environment of success
- Thinking about the impact on yourself, others and your environment
- Acting professionally
- Being authentic and honest
- Communicating clearly

### DOES NOT MEAN

- Being silent and not speaking up
- Accepting underperformance
- Avoiding challenge and difficult situations
- Sidestepping addressing issues
- Not being open and honest



## STRIVING FOR BUSINESS SUCCESS

### MEANS

- Considering all customers, colleagues and stakeholders
- Taking a long term commercial view to deliver our purpose
- Being conscious of the value and costs of all decisions
- Continually striving to become more efficient

### DOES NOT MEAN

- Profit above all else
- Being frightened of failure
- It's just about cost savings
- Forgetting our values to deliver results
- Making short term rash decisions



## TAKING PERSONAL RESPONSIBILITY

### MEANS

- Being innovative
- Giving and receiving constructive feedback
- Being open
- Holding self and others to account
- Remembering that no one has the monopoly on new ideas
- Questioning why
- Continually challenging the status quo
- Striving for continuous improvement

### DOES NOT MEAN

- Not listening to others' opinions
- Making it personal
- Complaining when others need support
- Avoiding taking responsibility
- Challenging for the sake of challenging



## HAVING A PASSION FOR EXCELLENCE

### MEANS

- Going above and beyond
- Delivering above expectation
- Showing commitment and dedication to deliver our purpose
- Being dependable
- Focusing on quality, not quantity

### DOES NOT MEAN

- Compromising work/life balance
- Riding roughshod over people
- Delivering quantity over quality
- Letting standards drop to hit short term targets
- Accepting the status quo



## WORKING TOGETHER

### MEANS

- Remembering we are stronger and better together
- Asking for help and advice when you need it
- Helping each other out
- Thinking and acting collaboratively
- Working with and through all our internal and external clients and stakeholders as we strive to deliver our organisational goals

### DOES NOT MEAN

- Collaboration for collaboration sake
- Avoid taking personal responsibility
- Blaming others when things go wrong
- Taking credit for what is not deserved
- Doing things that waste others' time

