

### **Customer focused:**

- We listen, understand and empathies with our customers to provide the best solutions.
- We know who our customers are and always work to anticipate their needs.
- We work to deliver a quality service, communicating clearly and consistently to ensure customer satisfaction.

### **Accountable:**

- We are responsible for understanding why and how we do things and communicating our progress to customers.
- We outline and communicate responsibilities and establish clear guidelines, time frames and standards to ensure delivery against objectives.
- We are realistic about what we can achieve and consider the impact of our actions on others.
- We have confidence in the ability of ourselves and others, supporting each other in our decision making and taking ownership for our actions.

### **Transparency:**

- We share accurate and timely information honestly and responsibly.
- We share resources and exchange ideas to achieve goals and ensure that each person has the right information for their role.
- We welcome and provide constructive, direct and timely feedback. We trust each other to maintain confidences.

### **Innovative:**

- We constantly challenge the way we work, embrace change and look for better ways to do our jobs.
- We make space for creativity and imagination, and encourage a focused forward-thinking and idea sharing culture.
- We value initiatives both large and small and explore the development of new ideas.

### **Professional:**

- We inspire confidence in others by thinking about the impression we make. We have the right skills and knowledge.

- We define and work to high standards.
- We treat people with courtesy and respect. We listen to those around us, responding in an honest, consistent and rational manner.
- We always fulfill our promises