



VALUE	INTO PRACTICE
<p>ADAPTABLE</p>	<p>Agile, responsive to different conditions, flexible, malleable, convertible and supple</p> <ul style="list-style-type: none"> • We welcome change • We are open to opportunities to do things differently • We will improvise, adapt and overcome our problems and challenges (<i>US Marines Motto</i>) • We share our knowledge and experience for the greater good • We seek to positively challenge what we do and how we do it • We always think about how we could do things better • We stay ahead of the game • We are resilient, have staying power • We are straightforward to do business with
<p>COMPASSIONATE</p>	<p>Listening, caring, supporting, people centred</p> <ul style="list-style-type: none"> • We put our customers first • We have time and patience for people • We operate fairly and equitably in everything we do • We are candid, open and transparent with service users and relevant people (<i>Regulation 20 Duty of Candour CQC</i>) • We look out for each other and want to get to know people • We co-produce and redesign our services in collaboration with our service users, carers and families • We recognize and value difference • We own up and apologise if we get things wrong and learn from our mistakes
<p>HONOURABLE</p>	<p>Principled, honest, fair, ethical, with integrity and candour</p> <ul style="list-style-type: none"> • We do what we say we are going to do • We play by the rules • We do what is right, not what is easy • We speak up if something is not right • We keep our promises, stay true to our word • We tackle problems head on • We operate to high professional standards • We act ethically and declare conflicts of interest • We will keep sensitive information safe • We put sustainability and safety at the heart of what we do

PROGRESSIVE	<p>Innovating, seeking new ideas and staying ahead of the curve, accepting of change</p> <ul style="list-style-type: none"> • We set ambitious goals and meet them • We are self-motivated to deliver • We are relentless in delivering for our customers • We meet with and seek views from people who challenge our perceptions and help us to think differently
ENTERPRISING	<p>Commercially minded, innovative, seeking out new ways of doing things, go-getting, resourceful, imaginative, original</p> <ul style="list-style-type: none"> • We are skilled and resourceful problem-solvers • We will find ways to make and save money whilst maintaining high service quality standards • We will utilize resources effectively and efficiently • We will encourage and enable all staff and volunteers to be innovative – no idea is too small • We will build firepower for things that matter to us and our customers • We will persuade and influence others to do new things and do things differently
EXPLORING	<p>Travelling to new places and ideas with purpose</p> <ul style="list-style-type: none"> • We are interested in doing things differently and doing new things • We frequently scan the horizon to be alert to changes in social or political technological environments that we need to adapt to • We are not afraid to pioneer and venture into areas if we believe we can make ideas work and make a difference • We will seek out new partners with whom to care and do business • We respect our origins and heritage and will take the best of these into new territory
OUTRAGEOUS	<p>Highly unusual, unconventional, extravagant, remarkable, stretching boundaries, confidently different</p> <ul style="list-style-type: none"> • We will speak up and act if our intuition informs us to take a stand • We will actively seek out the views of those who we do not currently work with to encourage alternative thinking • We encourage creative thinking and there is no such thing as a stupid idea • We will do things differently and we will do new things • We have fun!