

# Our guiding principles

**These are pledges, there to help us achieve our vision by making sure the things that are really important remain the focus of our work.**

## **We will:**

- put customers first
- be ambitious
- value and support staff
- provide value for money
- get it right first time
- listen and learn
- use evidence to shape the services
- simplify, strengthen and share processes
- support councillors as strategic leaders

**From the guiding principles come the ways of working that reflect our values and behaviours as we work towards our goals.**

## **We focus on what's important**

- Understand our customers' needs and expectations
- Understand the organisations priorities
- Are open to change
- Provide an efficient service
- Evaluate our performance, continue to improve

## **We value others**

- Are open minded, without prejudice
- Respect and value other people's opinions
- Work well with team members, services, partners
- Listen to feedback and act on it
- Speak up, openly, candidly and respectfully

## **We take pride in our work**

- Take personal responsibility
- Meet deadlines and do what we say we will
- Are committed to our customers
- Strive to do it right first time
- Continually learn and develop

## **We make a positive difference**

- Want to help, know when to ask
- Are motivated and empowered to do our jobs with confidence
- Use resources wisely and innovatively
- Respond to customers' needs
- Know what works
- Constructively support and challenge