



Our values

We should all be living our values everyday. Here we show you what good behaviours look like, and how someone who isn't displaying this value might behave...

Passionate

Full of energy and inspiration
Love what we do and why we do it
Love our customers



Full of energy and inspiration. Generates ideas and encourages other to do so. Love what they do and why they do it. Talk about and clearly love our customers – they are very often at the centre of their ideas

Has a tendency to be negative and can stall team dynamics through a reluctance to contribute. Finds it difficult to draw on positives and rarely references our customer in their thinking

Caring

Big-hearted and compassionate
Treat people with respect and kindness
Everyone and everything matters



Big-hearted and compassionate. Treats others with respect, compassion and kindness. Understands others value and has a strong sense of what matters. Demonstrates humility, empathy and kindness often going out of their way to support others.

Doesn't display compassion and responds to stakeholders in a way where only they benefit from the outcome they are trying to cause. Rarely talks about relationships in a compassionate way seeing them as a means to an end

Open

Share freely
Really listen and understand
Embrace diversity
Seek new ideas and other points of view



Sees the benefit of sharing freely and regularly seeks others view points and ideas. Will actively seek out people who have different views, backgrounds or styles to their own to help them make great choices.

Is single minded 'it's my way or no way'. Can become negative in a changing environment. Surrounds themselves with like minded people, building relationships with people who are from the same background or role.

Authentic

True to yourself
Genuine and honest
Say what we mean, mean what we say



Stands up for their own beliefs and always says what they mean. Will have direct and to the point conversations that are sensitively positioned, constructive and unambiguous. Genuinely encouraging, motivating and building trust and respect because of it.

Doesn't say what they mean and leaves others confused or unsure of their intention. Is not clear in the way they communicate and at times can come across as insensitive to their audience which may leave them feeling frustrated, irritated, annoyed or de-motivated.

Accountable

Always responsible
Take ownership
Make it happen



Ensures that they understand what is required of them and takes personal responsibility for action. Holds individuals accountable for delivering agreed outcomes. Seeks different options to make things happen and inspires others around them to deliver results.

Seeks out others to carry out tasks on their behalf. Doesn't clearly scope work leaving people feeling confused by what they are responsible for. Takes praise when it really should be attributed elsewhere.

Courageous

Be brave
Dare to try
Speak up



Communicates in a way that captures attention and in turn compels others to take action. Is comfortable to try new things and supports change, identifying opportunities for improvement. Regularly speaks up and values help from others when they don't fully understand.

Communicates in a way that does not compel others to get involved. Is set in their ways and is reluctant to deal with change. Does not like to admit when things are going wrong but would rather ignore it in the hope that the problem resolves without their input.

Extraordinary

Go above and beyond
Be the best we can dream to be
Deliver outstanding results, big and small



Sets high standards and stretching goal. Goes above and beyond. Strives to deliver more than what is asked. Has a positive can do attitude and growth mindset to work and finds ways to improve everyone's experience.

Content to just deliver what is expected of them. Makes up excuses as to why they cannot be involved in activities. Doesn't take on any meaningful personal development. Has a tendency to be negative about the future often have a closed mindset about change.