



# Values & behaviours

Your guide



# Values & behaviours

---

## Selwood Housing Group values

### **Customer focused**

By focusing on our customers we are able to provide a high quality service with integrity.

### **One team**

By working as 'One Team' we consider others. It also allows us to work collaboratively to successfully achieve a common goal.

### **Honest**

By being honest we can fix issues before they become problems.

### **Dynamic**

By being dynamic we are able to come up with new ways of doing things, think outside the box and come up with solutions to any existing or potential problems.

# Values & behaviours

---

## How to use this guide

**Our values and the behaviours that go with them were chosen by you.**

This guide sets out the behaviours that help to bring our values alive. They are not an exhaustive list but they set out what is expected or non-negotiable, as well as what behaviours are desirable and aspirational. Sometimes, it's easier to explain what not to do, so we've also included behaviours which are unacceptable.

### **You can use the guide to:**

- See what behaviours are expected at Selwood Housing Group
- See how the values are used in your day to day work
- Talk in your one to ones and annual evaluation about how you demonstrate the values
- Seek structured feedback from others
- Provide structured feedback to colleagues
- Help give you ideas to nominate people for a Shine award or Living The Values Awards

# Customer focused

## Aspirational

We...

- engage with communities and stakeholders, ensuring a full range of views and needs are taken into account
- plan ahead and consider the future needs of customers
- adapt services to the needs of the customer

## Desirable

We...

- are solution focused and approach things positively
- are compassionate, caring and empathetic to customers
- change our communication style to best meet the needs of the audience
- check accuracy of information when we are the first point of contact

## Non-negotiable

We...

- listen to customers, consider their feedback and act on it as appropriate
- are reliable and do what we say we are going to do
- treat customers as individuals who matter
- communicate effectively, internally and externally
- are punctual, friendly, and demonstrate a positive professional attitude
- understand who our customers are and why they matter
- maintain professional boundaries

## Unacceptable

You...

- ✗ are rude and unhelpful
- ✗ give unrealistic expectations to the customers
- ✗ do not consider the impact of your actions on others

# One team

- spend time expanding useful external networks
- inspire a 'one team' culture, supporting others in working together to build a shared sense of purpose across our service areas, giving time and space for people to work together and assist development
- utilise the skills and behaviours of our team
- appreciate the challenges that the group or individual faces

- aim to work together across the group and initiate joint approaches
- provide focus and give direction to joint working to deliver shared outcomes
- recognise good performance
- make decisions with a realistic view
- are willing to represent your team in the wider organisation

- work together to build effective working relationships
- work well with people who have different ideas, perspectives and backgrounds
- encourage, support and celebrate the efforts and success of others
- take time to appreciate and praise our colleagues
- share skills, knowledge and information
- encourage and support others
- are approachable and welcoming

- ✗ have a 'not my job' attitude
- ✗ do not take ownership

# Honesty

- enable a blameless culture without fear of reprisal
- stand by difficult decisions and openly acknowledge errors, learn from them and share outcomes

- challenge poor performance and poor behaviours
- give constructive feedback and explain using examples
- are honest about how we feel and voice our opinion
- stand by difficult decisions
- aware of our own limitations

- inform others if we are aware of potential issues
- acknowledge mistakes and take responsibility
- are trustworthy and reliable
- are truthful and honest
- are clear on what we do well and what we may struggle with

- ✗ do not take ownership for decisions you have made or blame others
- ✗ gossip
- ✗ withhold information
- ✗ take credit for others work/ideas
- ✗ say what you think people want to hear, not what they need to hear

# Dynamic

- identify trends and implement the best approach
  - understand how our team learn and develop
  - seek to exceed expectations
  - empower and encourage our colleagues to be involved
  - are innovative
  - are willing to take difficult decisions
  - recognise and nurture talent
  - adjust our working or management style to get the best from ourselves and other people
- 
- manage change well
  - use initiative to promote and drive continuous improvement by asking how could we do this better
  - are forward thinking and progressive, focusing on longer term outcomes rather than short-term issues
  - are accountable for our own development needs
  - are inquisitive, think outside the box and are willing to challenge the status quo
  - make informed decisions and are accountable for their impacts
  - accept difficult decisions
- 
- use our initiative to solve problems
  - ask for feedback and seek opportunities to learn and develop
  - effectively manage our workload, prioritise and achieve results
  - lead by example
  - are flexible
  - take responsibility for our actions
  - are approachable
- 
- ✗ are unwilling to change, adapt or keep up to date
  - ✗ do not empower your staff to progress
  - ✗ show a lack of engagement
  - ✗ do not take ownership

## **Selwood Housing**

Bryer Ash Business Park  
Bradford Road, Trowbridge  
Wiltshire, BA14 8RT

**01225 715 715**

**[selwoodhousing.com](http://selwoodhousing.com)**

**[info@selwoodhousing.com](mailto:info@selwoodhousing.com)**

Registered charity number 1141124

