



Values & behaviours

Your guide

Values and behaviours

Selwood Housing 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 and 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
- ✓ 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



We...

- 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

We...

- 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

We...

- 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

You...

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

Honesty

We...

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

We...

- 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

We...

- 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

You...

- ✗ 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



We...

- 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

We...

- 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

We...

- 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

You...

- ✗ 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



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