



Values and behaviours

Your guide

Selwood Housing values



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



How to use this guide



Values are really important as they represent our shared beliefs and core principles, shaping our working culture.

This guide gives examples of behaviours for colleagues, managers and leaders as well as examples of behaviour that does not reflect our values.

The behaviours for colleagues also apply to managers and leaders, and the behaviours for managers also apply to leaders.

You can use the guide to:

- ✓ Understand what behaviours are expected at Selwood Housing
- ✓ See how the values apply to your day-to-day work
- ✓ Talk in your personal progress reviews about how you demonstrate the values
- ✓ Provide structured feedback to colleagues and seek it yourself
- ✓ Inspire you when giving a colleague a shine or nominating them for a Living The Values Award



We are customer driven

We build trust

We are fair, inclusive and keep our promises.

We act with empathy

We keep the customer at the heart of what we do.

We deliver together

We share information and ideas to reach our goals.





We are customer driven

Colleagues

- We are kind and courteous to customers.
- We treat all customers fairly and are understanding of individual situations and needs.
- We remind ourselves that this is the customer's home and not just a business. We put ourselves in their shoes and think about how we would feel.
- We are respectful of our customers' time and are always quick to communicate when things change.
- We take into account the impact our decisions will have on our customers.

Managers

- We share valuable information that could impact our customers.
- We work together to achieve a high level of customer satisfaction.
- We build good relationships with our colleagues and always help out when we can.
- We respond to lessons learned on projects and jobs to change our approach going forward.

Leaders

- We encourage teams to work together on projects, sharing knowledge and expertise.
- We ensure all teams in the business are treated equally.
- We make sure we get feedback, so staff know they are being listened to.

We do not...

- ✗ ... make promises we can't keep.
- ✗ ... fail to feed back when issues are raised.

We take accountability

We show integrity

We set clear expectations, are consistent and respectful of others.

We take responsibility

We plan wisely and have a personal drive to deliver to the right standard.

We make sound decisions

We focus on the right things at the right time.





We take accountability

Colleagues

- We take pride in our work.
- We are on time, stick to deadlines and meet our commitments.
- We are reliable and consistent. We deliver on what we say we are going to do.
- We take ownership of our work and decisions.
- We accept constructive feedback and react appropriately.

Managers

- We lead by example.
- We organise work to be efficient and respect team members' time and work commitments.
- We respond to questions raised by colleagues and provide clear guidance.
- We make sure all team members' feedback and input is considered.

Leaders

- We give praise for excellence.
- We evaluate information and evidence decision making clearly.
- We are open about the mistakes we have made and how we are putting them right. We take a 'lessons learned' approach rather than apportioning blame.

We do not...

- ✗ ... say we will do something but fail to follow through.
- ✗ ... blame others for mistakes instead of accepting responsibility.



We champion communication

We use Plain English

We use clear and appropriate communications for the intended audience.

We do what we say

We are honest, transparent, and we mean what we say.

We listen and take account of what is said

We respond to the situation making the most of our resources.





We champion communication

Colleagues

- We strive to be as clear and accurate as possible when communicating with our customers and each other.
- We do not exclude anyone by the language that we use. We avoid jargon and abbreviations.
- We use Plain English and if we see or hear of anything that doesn't, we rectify it.
- We adapt to different customers and their needs with flexibility, patience and understanding.
- We listen carefully.

Managers

- We give realistic expectations to our customers.
- We are honest and not afraid to have challenging conversations with customers or colleagues.
- We are contactable. We call colleagues and customers back.
- We confirm information across teams to ensure we are giving consistent and correct messaging to our customers.

Leaders

- We make sure everyone has a voice.
- We involve our customers to ensure our services are designed to work for them.
- We explain the reasons why we have taken difficult or unpopular decisions.

We do not...

- ✗ ... hide behind large complex words.
- ✗ ... tell customers what we think they want to hear.



We develop and learn

We adapt to change

We prepare for and respond to the changes of technology, our sector and the environment.

We keep learning

We know our role and we embrace opportunities to learn.

We innovate and improve

We are curious and seek to improve ourselves and the way we do things.





We develop and learn

Colleagues

- We ask questions and seek support if we don't understand something.
- We welcome new ideas and changes in the way we work.
- We use our initiative, and don't always rely on others.
- We actively participate in PPRs, taking personal accountability in respect of our own development.
- We learn and adapt from experiences and mistakes.

Managers

- We share knowledge and keep our teams up to date.
- We champion change and offer support to those that may struggle with it, accepting that everybody deals with change differently.
- We set clear objectives for development and encourage our teams to upskill.
- We keep an eye on the news to understand how changes could impact customers or the way we work.

Leaders

- We ensure all staff are aware of the opportunities available to them and encourage them to make the most out of their role.
- We explore how other Housing Associations work and bring back best practice.
- We personify the values, recognising and encouraging them in others.

We do not...

- ✗ ... accept that's how things have always been done, without question.
- ✗ ... book training and then not turn up!



Selwood Housing Society Limited
Bryer Ash Business Park, Bradford Road,
Trowbridge, Wiltshire BA14 8RT

T. 01225 715 715
E. info@selwoodhousing.com
selwoodhousing.com