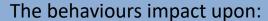
Aligning our vision and culture



- Everyone's behaviours
- Management capability
- Performance management / appraisal
- Recruitment & selection (identifying people that share our values)
- Wording of polices and procedures
- The 'customer journey'

Start with values that describe how we treat:

- Customers / service users
- Other stakeholders
- Each other

AND

• How our managers treat their people

Values and supporting behaviours should underpin the culture as lived by people throughout the organisation. Identify behaviours that demonstrate how each value heading is lived. Taken together these will sum up:

"How we do things round here"

These behaviours will define our culture and deliver our vision.