



our values and behaviours



MISSION

Our mission is our core purpose and the reason we exist.

Working with people to make choices, achieve goals and take control of their lives through high quality care, support and housing.

VISION

Our vision is a statement about our future direction and where we aspire to be.

By working in partnership with our customers, we will be a leader in social care. Our passionate and dedicated teams will work with the people we support to make decisions, helping to develop their skills, talents and ambitions. Insight from our staff and customers will always inform, challenge and change what we do. This will help us provide high quality and innovative services we would be proud for our loved ones to receive.

VALUES

Our values are what are important to us and our personality reflects those values and determines how we behave.

excellence, aspiration, partnership, trust

SIGN-OFF

A single phrase that clearly communicates what we aim to deliver. Our Look Ahead 'litmus test'.

Services we would be proud for our loved ones to receive



Our values – what matters to us

We have four values that express and represent our shared understanding of the principles that are important to us as an organisation. Developed in partnership with our staff, customers, and their families and carers, they set out the things we aspire to be as an organisation and that underpin everything we do. They are:

- **Excellence**
 - **Aspiration**
 - **Partnership**
 - **Trust**
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Our behaviours

'Behaviours' demonstrate the attitudes and approach we show at work each and every day and stem from our values. They are about:

- **How we do things**
 - **What we say and how we say it**
 - **How we treat others**
 - **How we expect to be treated**
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Why have values and behaviours?

A values and behaviours framework will help Look Ahead:

- celebrate achievements
- talk about our aspirations and express how we would like to develop
- embody the way we want to behave in every decision we make and interaction we have demonstrate our character and beliefs as an organisation
- be consistent in terms of how our staff behave and reflect the principles we believe in.

Excellence

We are committed to excellence in everything we do. The success of our organisation and, crucially, the successes and outcomes of the people who use our services, depends on our ability to deliver consistently excellent services that exceed expectations.

What is expected of me

As a Look Ahead staff member, I will:

- Take pride in my work and that of my team, striving for consistent high quality in everything I do because a service that is 'just okay' is never okay.
 - Approach my work with energy, passion and commitment, always striving to exceed expectations and go the 'extra mile'
 - Demonstrate a 'can-do' attitude, look for solutions to problems and embrace new, creative and innovative ways of doing things
 - Listen, learn from my mistakes, and commit to always improving by continually asking myself 'How could we do this better?'
 - Act as a positive role model for my customers and colleagues, demonstrating positivity, care and compassion through my work.
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Respect Quality
Consistency Expectations Empathy
Driven Care Dignity Purposeful
Excellence
Innovation High standards Creativity Committed Experience
Passionate Specialist Compassion
Value for money Dedicated
Professional Efficiency

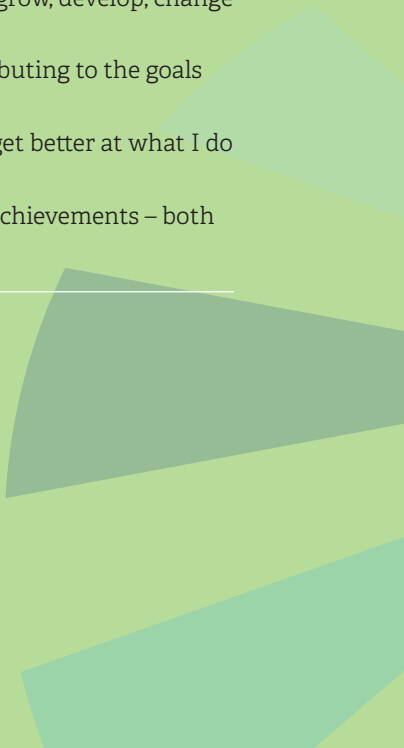


Aspiration

We are aspirational – for our customers, staff and organisation. We aim high, seek out opportunities and do not shy away from the challenges we face. We believe in identifying, nurturing and developing potential and creating a culture of recognition and celebration across the organisation.

What is expected of me

As a Look Ahead staff member, I will:

- Ensure that everyone I work with feels they have been listened to, treated as an individual and shown dignity, empathy and respect
 - Always believe in people's potential and ability to grow, develop, change and defy expectations, stereotypes or stigma
 - Be ambitious, recognising the part I play in contributing to the goals and overall success of Look Ahead
 - Continually seek opportunities to learn, develop, get better at what I do and share my learning with others
 - Work with others to share, respect and celebrate achievements – both big and small.
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Motivated
Can do/
Will do **Goals** Development
Moving forward **Ambition** Open-minded
Inspiring **Hope** Belief Strengths
Aspiration
Empowerment **Fulfilling potential**
Control Improvement **Choice**
Not standing still Forward thinking
Growth Independence



Partnership

We know our organisation is stronger when we work in partnership with stakeholders, commissioners and – crucially – customers. Partnership between staff and people who use our services informs and influences everything we do. Through working together at every level, customers and staff will together design and deliver flexible, personalised and better services.

What is expected of me

As a Look Ahead staff member, I will:

- Recognise, respect and encourage customer's skills and abilities with the knowledge that they are experts in their own lives and have additional skills and expertise to contribute
 - Commit to providing and promoting opportunities for customers to use their expertise – in their own support, or for the benefit of other customers or the wider organisation
 - Commit to working as part of one team with my colleagues, partners and customers, doing things with, rather than to, people
 - Value everyone's contribution equally, recognising that all of us have something important to bring to the table
 - Be inclusive; open to people from diverse backgrounds and with different ideas and perspectives, not assuming I always know best.
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Non-judgemental

Together Solidarity

Mutuality Reciprocity Co-operation

Inclusion

Unity

Diversity

Partnership

Supportive

Sharing

Inclusion

Understanding

Experts by Experience Teamwork Collaboration

Co-production **Open-minded** One-team

Listening Learning

Trust

We will be an organisation with a strong social purpose. We will be trusted by our commissioners and funders to deliver the services we say we will. We will behave with integrity and transparency. We will be trusted by our customers to deliver on our promises and by their loved ones to deliver safe and consistently high quality services.

What is expected of me

As a Look Ahead staff member, I will:

- Be open, honest and transparent when I communicate, do what I say and not make promises I cannot keep
 - Demonstrate personal integrity – do what is right, not merely what is expected and not be afraid to speak up or challenge when something doesn't seem right
 - Be accountable for failure as well as success – admit to mistakes, ask for help and try to put things right
 - Be consistent and reliable – someone my colleagues and customers can depend on
 - Recognise that building trust requires time, effort and patience, by demonstrating consistency and transparency in the things I do, as well as what I say.
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Communication Dignity
Transparent **Responsible** Open
Constant **Fair** Confidence
Honest Straight-forward
Social purpose **Trust** **Keep promises**
Authentic Reliable
Conviction Dependable **Loyal** Accountable
Safe Integrity Ownership Reassurance
Consistent **Truth**

Bringing our values to life

We will reinforce these values across the organisation, ensuring they become an important part of everything we do. We will use them to shape how we:

- recruit, select, induct and train new staff - making sure our staff share these core beliefs
- manage, recognise and reward existing staff - rewarding those who embody our values
- check the quality of our services through our Quality Management System - ensuring our values run through everything we do
- deliver our services through our policies and procedures .

**For more information on Look Ahead's values please contact
communications@lookahead.org.uk**

