



Greater Manchester
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Our values and behaviours

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Our core values of **passion**, **integrity**, and **purpose** were collaboratively developed with our board, team, and partners. They are the foundation of our work, guiding everything we do and how we do it, including the decisions we make.

We commit to living our values through our everyday behaviours. They will be evident in our work and in our relationships both internally and with those we collaborate with.

We hold ourselves and each other accountable, embedding these values and behaviours into our recruitment processes, onboarding, and leadership development.

We use them as a tool for reflection during performance and development reviews, supporting organisational growth, and driving continuous improvement.



Passion



Integrity



Purpose



Passion

Our work is visible and inspiring

- We inspire and motivate ourselves and others.
- We embrace differing perspectives and care about creating compassion with each other.
- We approach our work with positivity, enthusiasm and joy.
- We are curious, tenacious and resilient through challenges.
- We are proud of our collaborative nature and collective achievements.



Integrity

We lead by example

- We do what we say we are going to do.
- We ask, act and share with honesty and transparency.
- We own our mistakes, apologise and make amends.
- We set clear boundaries and hold ourselves and others accountable to them.
- We value and welcome feedback and give good feedback to others, even when challenging.



Purpose

We make things happen

- We are clear, authentic and open in our communication.
- We take focused and deliberate action to address inequalities and inequities.
- We prioritise carefully and give an informed explanation of why we say yes or no.
- We recognise and embrace complexity and adapt to changing needs and opportunities.
- We take responsibility for our work.