



## Excellence

We work enthusiastically to deliver high quality every day, striving to meet business goals and customer expectations.

Expected	Desirable	Aspirational
<b>These must be demonstrated by all of us.</b>	<b>All of us should try to demonstrate these.</b>	<b>These are required by those who would like to progress into senior/managerial roles.</b>
We should be punctual, professional, friendly and demonstrate a positive attitude.	We strive to improve where we can, asking how can we be better and more efficient.	We plan and anticipate the changes required to meet our clients needs, managing the implementation of new processes.
We take pride in our work and the work of our team.	We work with our colleagues to offer solutions and overcome challenges.	We review performance and identify trends to set clear future objectives, focus on long term goals to achieve continual success not short term gains.
We understand who our customers are and why our targets are important.		We lead by example, influencing and motivating others to approach their work in the correct manner.
We are flexible and willing to go 'above and beyond' when necessary.		We work to achieve business targets, developing others to realise common goals and departmental strength and flexibility.

## Unacceptable Behaviour

- You do not achieve what is expected of you.
- You are inflexible in your approach and do not embrace change.
- You demonstrate a lack of concern for the quality and productivity of your work.
- You display a negative attitude to colleagues and clients.
- You consistently focus on problems rather than offering solutions.
- You rely on inefficient and outdated methods of working despite the potential for improvement.