

Our organisational

values and behaviours



We are one, valuing individual strengths and experience so we can achieve more together.

- 1** Our customers are at the centre of everything we do. We consider the impact for the customer when making decisions or taking action.
- 2** We collaborate with each other to achieve business imperatives and support our colleagues to achieve their best. We use a 'co-create, co-deliver' approach to new initiatives or changes.
- 3** We trust and respect each other, actively seeking out and valuing feedback and diverse views. We choose 'Above the line' behaviours including accountability, responsibility and ownership.



We care, and treat everyone with respect and kindness.

- 1** We genuinely care for customers and our people as unique and diverse individuals. We are genuine, honest and transparent in our conversations and actions.
- 2** We value each other and actively seek out and recognise those who have made a difference. We celebrate success - achievements, milestones and small wins. We surprise and delight.
- 3** We take time to understand the ideas and needs of others, choosing to reflect and refocus our behaviours and efforts in order to achieve the best outcome for our customers and the business.



We never stop imagining a better future for our customers.

- 1** We always imagine a better way and are courageous in challenging the status quo. We challenge 'myths' and appreciate diverse and 'out of the box' ideas.
- 2** We focus on possibilities and work to remove barriers to achieve them. We see challenges as opportunities for growth.
- 3** We make it easy to do business with us and with each other.



We are passionate, our customers are at the heart of everything that we do.

- 1** We are passionate about the customer experience and strive to make their possibilities a reality by removing barriers and supporting them to focus on the things that matter.
- 2** We take action and deliver on our promises. We do what we say we'll do when we say we'll do it and we are agile in our approach.
- 3** We know that our mood is contagious and we bring our best selves to work everyday, choosing positivity, enthusiasm and a solutions focus. We have fun.