# Our values and behaviours

Abri

| Be the difference | Always curious | Achieving together | Own it openly | Embrace possibility |
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| Abri is all about doing the right thing for our customers, for each other, for everyone. We believe in the difference we make and stand up for it every day. | We're always learning. That's how we grow. Try new things and love the opportunities that change brings. | We are one Abri. Everyone, united across the business. Working together to deliver our purpose. | We trust and respect each other and work together in an open, honest way. | Change makes everything possible. But you have to lead it, drive it and embrace it with positive energy. That's how we'll spot our opportunities, step up and make it happen. |

**SENIOR LEADERS**

| Be the difference | Always curious | Achieving together | Own it openly | Embrace possibility |
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| • Role model high standards and encourage ownership for great outcomes<br>• Keep us focussed on making a positive difference by sharing stories, learning and insight<br>• Inspire belief in our purpose across all parts of our business<br>• Create an open environment where feedback is actively and positively given and received | • Role model curiosity, enabling others to learn and improve<br>• Create a supportive mentoring and coaching culture<br>• Work with others to bring ideas to life - share the big picture, celebrate success stories and drive improvement<br>• Demonstrate innovation | • Inspire a culture of ownership, open sharing and positive collaboration<br>• Celebrate teams coming together to do great work<br>• Share our impact on internal and external customers<br>• Champion shared learning<br>• Remove silos | • Role model and inspire a culture of openness<br>• Trust people to do what they say they'll do<br>• Ensure communication is consistent and clear<br>• Seek different points of view on decisions | • Lead with agility. Adapt and act with imagination, confidence and focus<br>• Bring new thinking and solutions without fear of failure<br>• Confidently lead, advocate and inspire change<br>• Respect the past but not be governed by it |

**MANAGERS**

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| • Help others to deliver on their objectives, giving clear ownership<br>• Inspire belief in our purpose and work positively with people across the business<br>• Develop themselves and others - growing and building on their strengths<br>• Actively, openly and positively give, receive and respond to feedback | • Create an environment for continuous improvement<br>• Explore different approaches and points of view<br>• Coach others - helping them to make the most of opportunities<br>• Make space for people to reflect and learn | • Role model collaboration and sharing of information, insights and successes<br>• Create shared objectives and accountabilities that bring the big picture to life<br>• Keep everyone focussed on the customer<br>• Promote a collaborative and partnership state of mind | • Create an environment where people can be open, honest and up front<br>• Build relationships with respect and trust<br>• Share information in context and show how it relates to the big picture<br>• Encourage positive and constructive feedback | • Adapt to change and inspire others to do the same<br>• Positively challenge how it's always been done, creating new solutions<br>• Empower people to find new ways to support staff through change |

**COLLEAGUES**

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| • Make a positive impact<br>• Ensure consistent delivery that's focused on internal and external customers every day<br>• Demonstrate belief in our purpose<br>• Actively give, receive and respond to feedback | • Look for better ways of working - make positive change happen<br>• Be curious and interested - ask questions, learn, solve<br>• Encourage others to be interested in learning and problem solving | • Work together as a team<br>• Actively look for opportunities to collaborate across the business<br>• Share information, insights and successes across the organisation<br>• Align objectives to the strategic plan | • Listen and empathise with each other<br>• Adapt feedback and delivery style to suit others<br>• Build respect and trust<br>• Share information openly | • Embrace new ways of working, bringing passion, perspective and energy<br>• Learn from experience to create new opportunities for change<br>• Be flexible and feel empowered to step up and make it happen |