**PILKINGTON FAMILY TRUST – CORE VALUES**

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| I Do ... | **BE**  **POSITIVE** | I Don’t ...... |
| * Give my best every day and display a passion for what I do
* Believe in the Trust and be an ambassador for it
* Support my colleagues and value everyone’s contribution
* Act in an open, honest and friendly manner
* Focus my effort on bringing benefit to our beneficiaries
* Take responsibility for my own engagement and development
* Recognise a job well done and celebrate other people’s achievements
 | **...take pride** **in all that**  **you do....taje** | * Speak about the Trust in a negative way
* Lack energy and drive in helping move the Trust forward
* Forget the beneficiaries in anything I do
* Encourage or join in with pessimism
* Limit my opportunities to learn and grow
* Respond badly to feedback and constructive criticism
* Give up after a problem or set back
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| I Do ... | **BE ACCOUNTABLE** | I Don’t ...... |
| * Take ownership for what I do and deliver an excellent service
* My best for beneficiaries and never promise what I cannot deliver
* Work with all colleagues to achieve the best outcomes
* Always ensure that Trust money is spent in the most efficient manner
* Ask for help and support from others when I need it
* Manage my reactions and think about how my behaviours affect others
* Make the effort to find out information for myself
 | **...be****responsible for making things bettertaje** | * Over promise and under deliver
* Blame others and overlook solutions
* Take undeserved credit
* Underestimate how important clear and regular communication is
* Let a bad day impact on my performance
* Ignore the impact that my behaviour has on others
* Forget to say thank you to others for their contribution
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| I Do ... | **BE** **SINCERE** | I Don’t ...... |
| * Have an open mind and I am prepared to have a different conversation
* Start from a blank page and look for possibilities and better ways of doing things
* Look for ways to improve existing procedures
* Embrace new technologies and methods of working
* Work with others to find the best solutions
* Value alternative views
 | **... be****open to doing things differently** **WE ARE****PILKINGTON FAMILY TRUST** | * Carry on doing what I always do without challenging existing norms where appropriate
* Automatically reject new ideas
* Think all existing procedures are already the best
* Ignore new ways of working
* Forget to take the time to listen to the opinion of others
* Exclude the contribution of colleagues
* Make assumptions about people
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