

### I do...

- Give my best every day and display a passion for what I do.
- Believe in the Borough and be an ambassador for the Council.
- Support my colleagues and value everyone's contribution.
- Act in an open, honest and friendly manner.
- Focus my effort on bringing benefit to our customers.
- Take responsibility for my own engagement and development.
- Recognise a job well done and celebrate other people's achievements.

## Be Positive

...take pride  
in all that  
you do

### I don't...

- Speak about the Borough in a negative way.
- Lack energy and drive in helping the organisation move forward.
- Forget the customer in anything I do.
- Encourage or join in with pessimism.
- Limit my opportunities to learn and grow.
- Respond badly to feedback and criticism.
- Give up after a problem or set back.

### I do...

- Take ownership for what I do and deliver an outstanding service.
- My best for our customers and never promise what I cannot deliver.
- Work with colleagues across the council to achieve the best outcomes in a seamless way.
- Always ensure that public money is spent in the smartest way possible.
- 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 Accountable

...be  
responsible  
for making  
things better

### I don't...

- 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 take the time to say thank you to others for their contribution.

### I do...

- 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 get to know our communities better and respect local knowledge.
- Embrace new technologies.
- Work with others to find the best solutions.
- Value alternative views.
- Embrace positive, shared risk in my role.

## Be Courageous

...be open  
to doing  
things  
differently

### I don't...

- Carry on doing what I always do without challenging existing norms where appropriate.
- Automatically reject radical 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 and partners.
- Make assumptions about people.

**BeWigan**