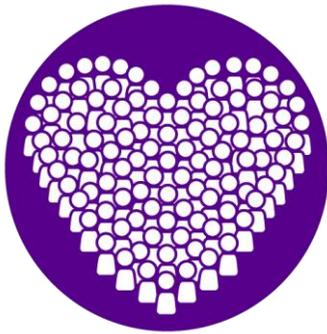


Our Values



Introduction and Background

What are Values?

Values are traits or qualities that you prefer and consider to be more worthwhile over others. They represent your highest priorities and deeply held driving forces; they help make you the person you are, they help to inform your decision making process and influence how you may act. Rokeach (1973) defined a value as an enduring belief that a particular outcome or behaviour is preferable over another. A value might be a belief about the right way to act or the right way to be.

There are personal values that we might hold as an individual (for example fairness; treating others as we would wish to be treated) and social or collective values these are associated with a particular group, a profession or an organisation. Organisational values underpin how organisations orientate themselves towards and behave with and towards their staff, partners, patients and their families. Values can provide an organisational identity; they enhance specific behaviours and help staff make decisions as they have a clear sense of 'the right thing to do'.

This document sets out what our values are, what the desired actions, behaviours and attitudes that staff have decided we should have towards each other, towards patients and their families.

The Valuing Your Voice Project

To design the values a project was run called 'Valuing Your Voice' this involved inviting all staff from across the Trust to take part in an on line questionnaire which asked staff to identify the eight values that were most important to them. Over 900 staff responded to the questionnaire enabling the Trust to identify what is important to its staff.

The next stage of the project was to build on what was important to staff and determine how these could be applied in a Trust wide context. Over 400 staff from all professions, directorates, locations and roles were invited to come along to a focus group of which approximately 70 staff accepted and attended the focus groups (10 focus groups were ran in total). During the groups staff members were asked to identify why the most popular values as taken from the questionnaire data were important to them and how they would be applied in the workplace. More specifically if

the Trust adopted this value, how would staff behave, what would staff, patients and their families see, hear, feel – how would others know staff were living the values.

The information generated from the focus groups in addition to the data from the questionnaire was analysed looking for frequent, reoccurring themes and consistent messages. From the analysis five key values were distilled that were representative of staff views, what staff considered to important, their thoughts and opinions regarding how staff should behave to create a positive working environment that will lead to an improved patient experience. These were:

Being Caring and Compassionate

Being caring and compassionate is at the heart of everything we do, it is about understanding what each person needs and striving to make a positive difference in whatever way we can.

Recognising Individuality

Appreciating differences, making staff and patients feel respected and valued.

Seeking to Involve

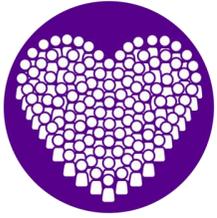
Actively gets involved and encourages others to contribute and share their ideas, information, knowledge and skills in order to provide a joined up service.

Building Team Spirit

Working together as one team with shared goals, doing what it takes to ensure we provide the best possible service.

Taking Personal Responsibility

Individuals are accountable for achieving improvements to obtain the highest standards of care in the most professional way, resulting in a service we can all be proud of.



Being Caring and Compassionate

Being caring and compassionate is at the heart of everything we do, it is about understanding what each person needs and striving to make a positive difference in whatever way we can

To demonstrate we are working in line with this value we will:

- Put patients first in everything we do
- Use every opportunity to show care and compassion by responding with humanity and kindness through all our interactions with patients, colleagues and visitors
- Have 'I'm here to help' frame of mind
- Be able to understand what it must be like in another persons shoes
- Be honest and open
- Give people the time and opportunity to express how they feel
- Actively find out how people are feeling rather than waiting to be told, or for a crisis situation to arise
- Pick up on unspoken cues that signal people are anxious, in pain, unhappy or not satisfied
- Take action to help make things better putting the needs of patients before organisational boundaries
- Provide information as a way of reducing a persons fear of the unknown
- Provide relevant information to patients (or colleagues) or finds someone who can
- Provide a clear explanation of what has happened if things go wrong
- Be welcoming and friendly at all times



Recognising Individuality

Appreciating differences, making staff and patients feel respected and valued

To demonstrate we are working in line with this value we will:

- Treat patients, family members and colleagues as people, not as a number or commodity
- Listen to patients and colleagues to understand their views, aspirations, priorities, needs, abilities and limits
- Seek to understand individual needs in order to provide the most appropriate care or service
- Personalise each interaction, tailoring messages to the needs of the audience, checking what we have said has been understood, providing more simple explanations if need be
- Be self aware, understanding the impact our behaviour has on those around us
- Display emotions that are appropriate to the situation
- Deal effectively with the emotions displayed by others, by trying to understand why they are feeling that way and identifying what can be done to assist
- Give feedback in a sensitive yet constructive manner
- Accept differences in people's styles, opinions, backgrounds and beliefs; leaving them feeling respected and valued
- Be respectful of all



Seeking to Involve

Actively gets involved and encourages others to contribute and share their ideas, information, knowledge and skills in order to provide a joined up service

To demonstrate we are working in line with this value we will:

- Ask others for their opinion and take what they have to say seriously
- Take a shared approach, by building relationships and breaking down boundaries between professions and teams by sharing information, ideas and problems in recognition that we are all working towards the same goal
- Find the time for patients, their families and carers as well as those we work alongside
- Use the most appropriate way to communicate with others e.g. e mail is not always the best method
- Be open to new ideas, and willing to explore new approaches that may be different to their own
- Give thanks and value all contributions regardless of who makes it
- Use the contributions of others to improve the care or service we provide, feeding back outcomes
- Be consistent and supportive of colleagues
- Offer to get involved rather than waiting to be asked
- Get involved by actively participating in planning and decision making relating to our work
- Explain why; giving a background to decisions made so people can understand the reasons for the decision and what it means for them



Building Team Spirit

Working together as one team with shared goals doing what it takes to provide the best possible service

To demonstrate we are working in line with this value we will:

- Be prepared to help colleagues and step outside of 'normal' job role to smooth out problem areas or shortages
- Recognise how our work contribution has a knock on effect on the work of those in the team and other teams
- Communicate openly with team members ensuring colleagues have the information they need to do a good job e.g. handovers
- Take an enthusiastic approach to meeting the goals of the wider team
- Get to know members of the team
- Be able to rely upon others in time of need, seeking help when busy
- Make use of each others strengths, using others skills and knowledge to develop colleagues in order to provide the best possible service
- Work as a team to the same standards providing a seamless service regardless of the situation, time of day and who is involved
- Be courteous and polite to others
- Trust others to do their part of the job
- Challenge colleagues in an appropriate manner if standards are not being met or values are not being 'lived'
- Use tact and tolerance when dealing with others



Taking Personal Responsibility

Individuals are accountable for achieving improvements to obtain the highest standards of care in the most professional way, resulting in a service we can all be proud of

To demonstrate we are working in line with this value we will:

- Take ownership and be willing to stand up and be counted
- Welcome constructive feedback then takes steps to make changes in line with the feedback received
- Reflect on our own behaviour/performance identifying what could be improved
- Take a problem solving approach to challenges, issues or difficulties
- Propose solutions to resolve problems or processes that are not working
- Take issues on as they arise, rather than pretending we haven't noticed them in the hope that someone else will sort it out
- See it as our responsibility to challenge unacceptable or inappropriate behaviour or practices
- Actively keeps own knowledge and skills up to date
- Recognise that each of us is responsible for our own deeds, actions and language used
- Apologise for mistakes made and seeks to put things right
- Be concerned when things are 'not right'
- Recognise that we all have a part to play in making ourselves, our team and services the best they can be

If you have any queries regarding the values and how you can use them please contact:

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