



# How we help people change their lives through learning...



## Integrity

*Keeping our promises*

We strive to always do the right thing whilst ensuring expectations are honest and realistic.

We consider the impact of our actions on our colleagues, customers, communities and the environment in which we operate.

## Growth

*Always learning and improving*

We encourage all staff to grow and develop, not only to progress within the company but also for their own personal benefit.

We invest in staff development in order to improve knowledge and grow in confidence to the benefit of our customers.

## Innovation

*Open to new ways and ideas*

We remain solution focused while working collaboratively and creatively. We want all ideas to be voiced and heard.

We are receptive to new ideas and will always do our utmost to improve working practices to meet the changing needs of our customers.

## Respect

*Understanding and helpful to all*

We listen to those around us and provide as much help, understanding and support to our colleagues and customers as we can.

We always conduct our transactions with others in a courteous and friendly manner.

## Drive

*Excellence in everything we do*

We always go the extra mile as we strive for excellence. No work is complete until we have asked, "could this be done better?"

We demonstrate determination and commitment in everything we do.