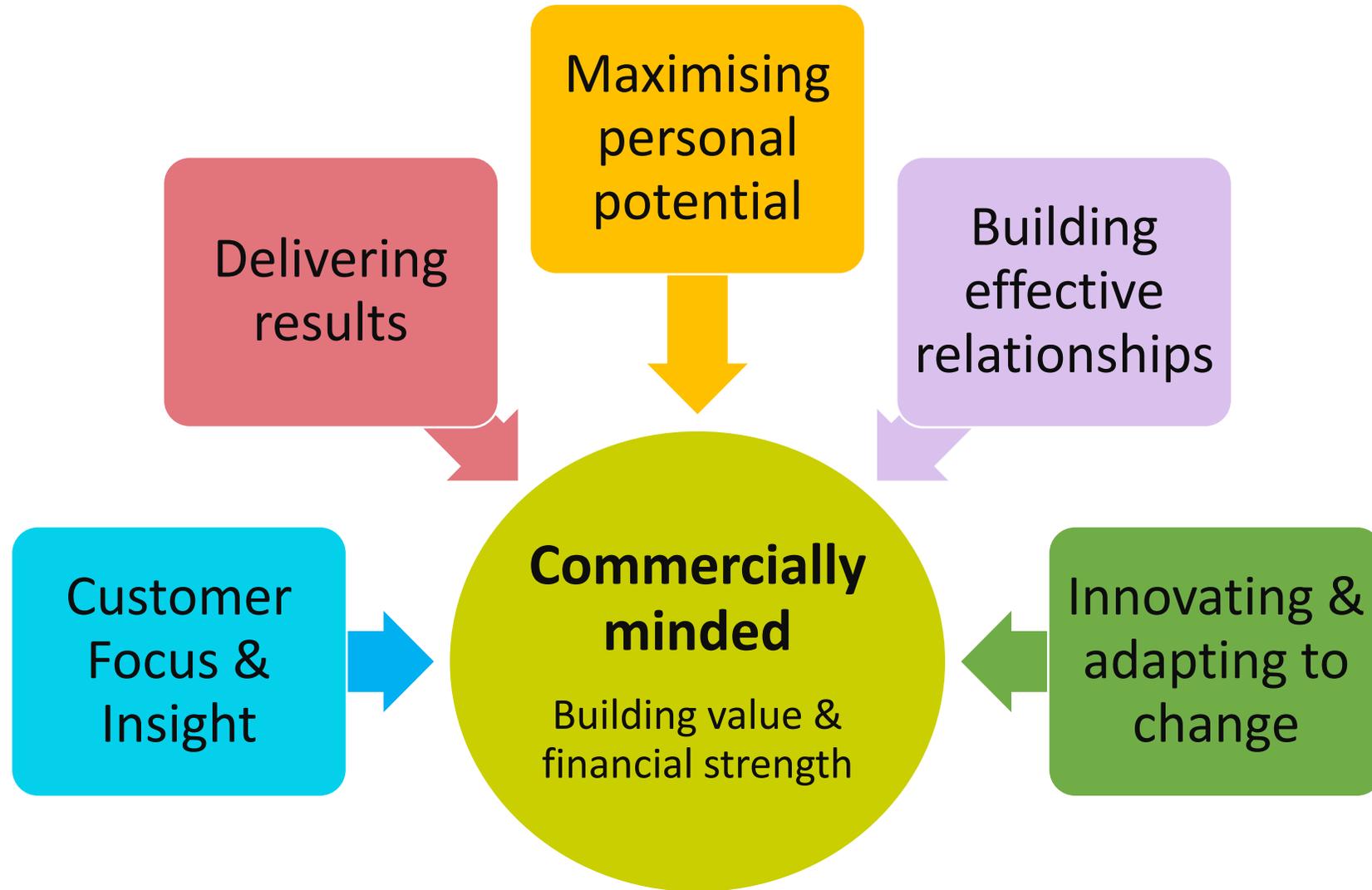


# AVDC Behaviour Framework

A framework about how we work to deliver commercially viable products and services that are profitable and valued by the customer



## I act in a Commercially Minded way by:

Customer focus and insight	Delivering results	Maximising personal potential	Building effective relationships	Innovating and adapting to change
<p>I understand and am driven by providing excellent customer service.</p> <p>I look for opportunities and propose solutions to increase value for our current/ future customers and partners.</p> <p>I take time to 'see' our customer service through the eyes of the customer, informing and using appropriate data.</p> <p>I am driven by delivering value for our customers and am ambitious to ensure each customer receives the best service.</p> <p>I understand and work to meet the needs and expectations of our diverse population, ensuring we deliver all our services (statutory &amp; non-statutory) in a commercial way.</p> <p>I take responsibility for each customer service interaction, seeking professional advice and input when required.</p> <p>I constructively challenge how we do things.</p>	<p>I am accountable and take responsibility for doing what I say I will do.</p> <p>I am motivated to achieve my personal best, knowing it will improve overall performance and maximise our commercial advantage.</p> <p>I look for and clearly voice my ideas to continually improve our processes and deliver commercially sound solutions.</p> <p>I analyse, manage and take calculated risks.</p> <p>I am financially aware, knowing how much it costs to serve my customers.</p> <p>I try to ensure there is a positive return on investment.</p> <p>I find and use appropriate data, considering wider Council implications to support and inform decision making.</p> <p>I make sure I understand our strategy and business model, using this to take the initiative and inform my actions.</p>	<p>I make commitments and take personal responsibility for delivering them.</p> <p>My ambition is to make the Council a success.</p> <p>I work with enthusiasm and desire to meet and exceed objectives and targets.</p> <p>I work to be the best I can be, identifying and filling gaps in my knowledge.</p> <p>I develop myself and others, updating my skills and expertise, whilst actively looking for opportunities to learn and apply knowledge.</p> <p>I listen and act appropriately to constructive challenge.</p> <p>I actively seek and act on feedback.</p> <p>I act with integrity, empowering myself and others to speak and act.</p> <p>I provide constructive feedback and challenge inappropriate behaviour.</p>	<p>I demonstrate and value the "One Team, One Council" approach.</p> <p>I work collaboratively with others to deliver our objectives and bring value for our customers.</p> <p>I share expertise, strengths and ideas.</p> <p>I build positive relationships, recognising that every interaction I have reflects on the AVDC brand.</p> <p>I am open minded and look for opportunities to work with other people in order that we can confidently build on each other's skills and expertise.</p> <p>I value organisational diversity, engaging and involving others with respect and empathy.</p> <p>I manage our supplier/ partner relationships to ensure best commercial value.</p> <p>I actively listen and communicate clearly and appropriately with others.</p>	<p>I look to do things more efficiently, understanding the commercial implications.</p> <p>I work with others to create, develop and implement ideas, supporting the production of proposals and business cases.</p> <p>I engage positively with change, focusing and reflecting on how the change will commercially enhance AVDC.</p> <p>I focus on finding solutions and keep trying until we succeed.</p> <p>I am forward thinking, being prepared to think on my feet whilst remaining flexible.</p> <p>I am outward looking, having an awareness of the 'market' in which we operate.</p> <p>I keep myself informed, up to date and seek out future ideas and trends.</p> <p>I make decisions aligned with our corporate strategy and policies.</p> <p>I use analytical and critical thinking skills to solve problems.</p>