

Development and Alumni Relations

Core Values and Behaviours

In March 2015, our team considered how we would like to approach our work, particularly mindful of our ambition to support Cardiff University in its aim to become a global top 100 University. We agreed to capture the key values we hold, and the behaviours we demonstrate, as we work individually and together towards this goal.

We incorporate these core values and behaviours in our recruitment, team objectives, personal objectives, staff appraisals (staff reviews) and leadership. Individually, and collectively, we embrace and work to these core values and behaviours every day.

Professionalism and creativity:

- We are dynamic, demonstrating passion, pride and enthusiasm
- We are ambitious, aiming to be the best
- We are accountable
- We seek to learn and to embrace opportunities
- We act as ambassadors

Responsibility:

- We are forward-thinking
- We seek solutions
- We deliver on our promises
- We are realistic and pragmatic
- We tackle the hard tasks

Communication:

- Our communication is relevant, timely and purposeful
- We are clear, concise and accurate
- We are honest and transparent
- We listen
- We share our objectives openly

Collaboration:

- We are committed to University and team goals
- We are flexible and helpful
- We trust and respect each other
- We share and celebrate success
- We respect colleagues as people with lives outside work

In 2015 we are striving to improve clarity about our team's vision, goals, and strategy – both within and without the team. Further, as we undergo change and growth, we are making a particular commitment to let go of the past, and to be unafraid to try new things.