

		Examples of behaviour we expect		Examples of behaviour we will not accept
		I will ...		I will not ...
Communication We recognise the importance of listening and communicating clearly	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> acknowledge an individual's presence with a smile and eye contact introduce myself both face to face and on the telephone, say my department and ask how I can help ask the patient how they would like to be addressed speak clearly and slowly, keep it simple, avoid the use of jargon and check for understanding keep patients fully informed and ensure that the information is accurate and consistent make small talk when appropriate to patients during the journey between departments and on the ward 	<ul style="list-style-type: none"> ✗ ✗ ✗ ✗ ✗ ✗ 	<ul style="list-style-type: none"> talk in front of patients and colleagues as if they are not there and in a language they are unlikely to understand discuss confidential information in public areas leave confidential information visible on an unattended or unlocked computer talk down to others interrupt a colleague with an unimportant message use my mobile phone during work periods and only make or take personal calls during breaks
Attitude We strive to understand others' needs, responding with care, compassion and professionalism	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> smile when greeting patients be respectful to everyone be caring and empathic treat others with respect and consideration at all times be approachable, open and honest be professional at all times and take pride in my work be positive and have a 'can do' approach say 'please' and 'thank you' to colleagues 	<ul style="list-style-type: none"> ✗ ✗ ✗ ✗ ✗ ✗ 	<ul style="list-style-type: none"> be indifferent to or dismissive of others discuss my troubles in public criticise colleagues in front of patients, visitors and other staff be sullen, moody or unapproachable be discourteous, rude or use inappropriate language
Responsibility We take responsibility for consistently delivering excellence and being open in all that we do	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> do what I say I will do be personally responsible for my words and actions fully understand my role and responsibilities and carry out my duties in a professional manner deliver quality care respect the confidentiality of patients and colleagues give patients the correct information and check for understanding take ownership of the situation, no matter how big or small pass on knowledge and information to colleagues highlight inappropriate actions and behaviours by 	<ul style="list-style-type: none"> ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ 	<ul style="list-style-type: none"> give patients incorrect information carry out a task that I am not competent to do pass it on or leave it to someone else to do, unless appropriate to do so for reasons of competence or expertise blame others for my mistakes disregard procedures, processes or policies come to work in an unfit state and let my team down wear inappropriate dress or have an unprofessional appearance

	<ul style="list-style-type: none"> ✓ ✓ 	<p>others know my limitations</p>		
<p>Equity</p> <p>We recognise people are different and value everyone equally</p>	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ 	<p>treat patients as individuals and take into account their individual needs respect and value diversity and the differences in others challenge bias, prejudice and intolerance recognise that there are no unimportant people or roles in our organisation promote and encourage team work</p>	<ul style="list-style-type: none"> ✗ ✗ ✗ ✗ 	<p>impose my personal beliefs and opinions on patients or colleagues disrespect others' beliefs or views be rude or bully patients or colleagues label patients or colleagues – people are individuals</p>
<p>Safety</p> <p>We view patient, staff and visitor safety as a priority</p>	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<p>follow the Trust procedures for hand hygiene be proactive and report things before they become a problem ask if I am unsure keep my work area clean, tidy and pick up litter when I see it respond promptly to call bells, bleeps, telephones and other requests for help use simple language and speak in English when carrying out my duties maintain privacy and ensure confidential information is kept safe and secure ensure my identity badge is visible and challenge others who should not be there keep up-to-date with my training</p>	<ul style="list-style-type: none"> ✗ ✗ ✗ ✗ ✗ 	<p>wear my uniform outside of the Trust leave computers and rooms unlocked or unprotected give incorrect information to patients about their care leave the reporting incidents or faults to others give out confidential information without checking the validity of the person requesting it</p>