

## Company Values

### VALUES, BEHAVIOURS & ACTIONS

VALUES	BEHAVIOURS	ACTIONS
<b>ENTREPRENEURIAL</b> <b>'Head'</b> <b>How we think</b>	<p>We will champion new ideas</p> <p>We will deliver great results</p> <p>We will always be improving</p>	<ul style="list-style-type: none"> <li>- New ideas fund/prize, innovation pilot teams</li> <li>- Shared physical and online whiteboards</li> <li>- Regular fact-find missions and guest speakers</li>   <li>- Introduce MIY Excellence Awards</li> <li>- Pioneer new value-add revenue models</li> <li>- Build evidence/research for valuable outcomes</li>   <li>- Cross departmental management buddy scheme</li> <li>- 'Project Review and Delivery Challenges' sessions</li> <li>- Positive learning from our mistakes sessions</li> </ul>

## Company Values

<p><b>COLLABORATIVE</b> <b>'Hand'</b> <b>How we do</b></p>	<p>We will thrive on partnership</p> <p>We will share our resources</p> <p>We will empower our teams</p>	<ul style="list-style-type: none"> <li>- Allocate responsibility to definitive Partner list</li> <li>- Develop Key Account approach and CRM system</li> <li>- Regular companywide 'bonding' e.g. away-days</li>   <li>- Cross department 'Fresh Eyes' sessions on projects</li> <li>- Internal Communications Plan to inform/inspire</li> <li>- Share MIY SLA and Ops Plan as 'open challenge'</li>   <li>- Design all projects with Team/Objective/Outcome</li> <li>- All projects have a clear lead, owner or champion</li> <li>- Instil best practice project delivery practices</li> </ul>
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<p><b>RESPECTFUL</b> <b>'Heart'</b> <b>How we feel</b></p>	<p>We will put customers first</p> <p>We will do what we say</p> <p>We will be true to our City</p>	<ul style="list-style-type: none"> <li>- Develop one-stop customer service charter</li> <li>- Regular customer focus and feedback sessions</li> <li>- Engage end customer in project/solution design</li>   <li>- Develop processes around customer journey</li> <li>- Invest in customer service training for all</li> <li>- Key Performance Indicator's around ownership and accountability</li> <li>- Regular meetings with all key stakeholders</li> <li>- Regular meetings with all political parties</li> <li>- Ensure private sector fully engaged</li> </ul>
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<p><b>AMBITIOUS</b> <b>'Spirit'</b> <b>What drives us</b></p>	<p>We will make York the best place it can be</p> <p>We will make MIY the best company it can be</p> <p>We will become the best team we can be</p>	<ul style="list-style-type: none"> <li>- Regularly track health/strength of York brand</li> <li>- Research local/international competition</li> <li>- Benchmark/learn from best-in-class places</li> <li>- Celebrate and reward big and small successes</li> <li>- Deeply embed and live the Values and Behaviours</li> <li>- Benchmark/learn from best business practices</li> <li>- Transparent policies and performance measures</li> <li>- Align reward/appraisal/training to drive values</li> <li>- Performance and progression plans for all</li> </ul>
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