

One Team Framework, we are... **One Team**

United and working together with the shared purpose of achieving great results

Everyone	Leaders
<ul style="list-style-type: none">• Take the time to get to know and understand colleagues• Support and help others• Demonstrate enthusiasm and challenge negativity• Work collaboratively and encourage others to do so• Value and acknowledge everyone's contributions• Approachable• Display empathy and understanding• Build respectful relationships and grow trust• Promote a blame free culture• Seek opportunities to learn and develop new skills	<ul style="list-style-type: none">• Actively role model and create trust• Enable honest and open communication• Visible and approachable• Engage in regular communication• Recognise contributions and success• Display a coaching leadership style and inspire others• Encourage best practice and cross team collaboration• Drive a healthy work-life balance• Develop and grow future talent

- Build collaborative relationships with members, partners and stakeholders

One Team Framework, we are... **Customer focused**

We are customer focused... and care about providing the best possible public service

Everyone	Leaders
<ul style="list-style-type: none">• Deliver a first-class customer service and be outcome focused• Know, understand and demonstrate our customer commitments• Communicate openly with customers and listen to them• Seek to do the right thing for customers• Be a great ambassador for Sandwell Council• Demonstrate empathy to customers and colleagues and be kind and compassionate	<ul style="list-style-type: none">• Manage customer's expectations• Ensure the service works to the best outcome for the customer• Create accessible channels for customer communication• Encourage customers to lead in service provision• Take a holistic view of services• Be accessible to residents, service users, customers and employees• Engage with customers, seek feedback and enable continuous improvement

One Team Framework, we are... **inclusive**

Treating each other with respect and knowing our diversity is our strength

Everyone	Leaders
<ul style="list-style-type: none">• Value the importance of equality, diversity and inclusivity• Be transparent, open and honest• Create opportunities to listen to others• Ask questions to understand others• Welcome and encourage healthy debate and challenge• Freely share knowledge, ideas and experiences• Communicate with clarity and seek to ensure understanding• Recognise and respond to diverse needs	<ul style="list-style-type: none">• Create an inclusive environment to encourage a voice for everyone• Create opportunities and champions diversity and inclusivity• Seek feedback from all audiences to facilitate co-production• Seek to understand our diverse communities• Actively challenge barriers to inclusion• Encourage diversity of thought and perspectives to overcome challenges

One Team Framework, we are... **Ambitious**

Striving for excellence, always looking to get better and making sure everyone can take pride in our borough

Everyone	Leaders
<ul style="list-style-type: none">• Bring out the best in others• Celebrate success• Address underperformance in self and others• Talk positively about Sandwell Council and show pride in work• Set and deliver high standards for self and others• Challenge the status quo and seek to improve• Take appropriate risks• Openly give feedback and call out unacceptable behaviour• Ask for feedback• Embrace change and be curious	<ul style="list-style-type: none">• Promote a growth mindset• Communicate the organisation's ambitions and desired outcomes• Lead, manage and communicate change• Encourage and inspire creativity and innovation within boundaries• Seek and encourage everyone to be the best in class• Create channels for giving and receiving feedback• Tackle under-performance early and challenge unacceptable behaviour with courage• Grow personal credibility• Communicate with passion and integrity to maintain and elevate the reputation of the service and the council

One Team Framework, we are... **Accountable**

Delivering what we say we will

Everyone	Leaders
<ul style="list-style-type: none">• Take personal responsibility• Empower others to deliver• Deliver what is promised• If it is the right thing to do, step outside job-role or boundaries• Be outward looking• Ask for help when needed• Make decisions with confidence• Show resilience and persistence when problems arise• Step outside own comfort zone• Ensure resources are used effectively	<ul style="list-style-type: none">• Create a clear vision and strategy• Consider external and internal factors• Encourage learning from feedback and complaints• Promote resilience and adaptability• Set clear expectations and standards for self and others• Provide resources for service provision• Empower others to solve problems and take ownership• Give support to strengthen team and personal resilience• Make timely and well-judged decisions

- Take action to achieve objectives with energy, courage and determination