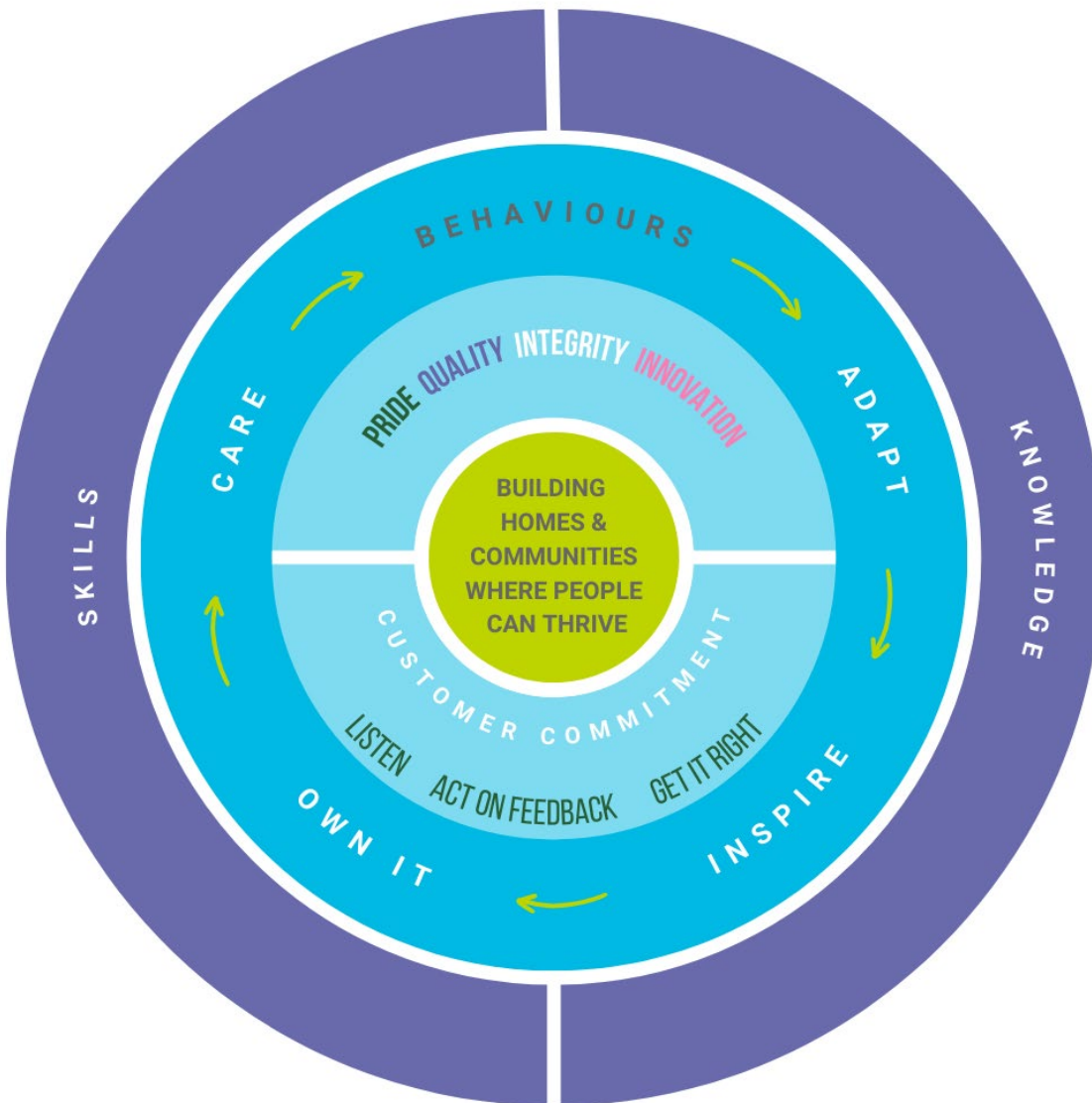


- Our purpose
- How we do things
- What we draw upon



#BeTheDifference Framework

Our #BeTheDifference framework pulls together the key elements that our colleagues demonstrate when we're truly #BeingTheDifference for our customers.

These aren't new standards, simply a summary of what's important to us as GCH colleagues to get things right for our customers day in, day out. Through colleague workshops we've identified the format and core elements with this framework, but what's the purpose we hear you ask?

Well, the framework can be referred to and utilised across the whole employment life cycle, from the recruitment stage through to measuring performance in work review appraisals, the framework sets out our professional standards to be clear on what it takes to be successful as a GCH colleague.

Our Framework is made up of three key elements:

1. Our Purpose

At the core of delivering in our roles and for our customers is connecting with, understanding your role in and striving to deliver on our organisational purpose


2. How we do things

Living our organisational values and delivering on our customer commitment are made possible through demonstrating the key Optimal Behaviours that we have identified in conjunction with colleagues. It's essentially 'how we do things' and made up of; We Adapt, We Inspire, We Own it, We Care.

3. What we draw upon

The final element is 'what we draw upon', in other words the skills and knowledge we've built up in our career through learning and experiences. The requirements here are specific to our roles and set out in our job descriptions. 'What we draw upon' is intentionally the final layer of the framework, demonstrating that at GCH our skills and knowledge are the final pieces of the puzzle that only enable us to #BeTheDifference if we

	Our Purpose GCH's Vision	How we do things Core Behaviour Areas that demonstrate Optimal Mindset, Values and Commitment to the Customer				What we rely on Our Skills and Knowledge	
	We connect with our purpose	We Adapt	We Own It	We're Inspired	We Care	We're Skilled	We're Knowledgeable
Leaders	Clearly articulate GCH's vision and long-term goals.	Leads us through changing external and internal demands.	Empowers others, trusting people to do what they say they'll do.	Uses storytelling and insight to inspire delivery of our customer commitment.	Role models openness, transparency and fairness.	Skills stay current with industry standards and promotes continuous learning.	Stays up to date with sector issues and regulation.
	Connect team efforts to the overall strategy, creating ownership.	Uses and inspires innovative thinking and curiosity to learn.	Inspires ownership, trying new things and cross team collaboration.	Shares the bigger picture, celebrates success and drives improvement.	Supports everyone and our differences with integrity and understanding.	Applies problem-solving techniques to overcome challenges.	Understands the training and development requirements of the team.
	Inspire enthusiasm and commitment to GCH's vision.	Advocates and leads innovation and purposeful change.	Role models our commitment to the customer.	Communicates ideas clearly and inclusively to inspire action.	Challenges what we do and how we do it with focus on the customer's needs.	Sets high standards for quality and efficiency.	Uses data, evidence and best practice to inform decision making.
		Promote and reward alternative views, challenge the status quo.	Promotes ownership of lessons learned and implementation of doing things differently.	Encourages continuous improvement without fear of failure.	Fosters a mentoring and coaching culture.	Uses appropriate methodologies, frameworks and processes to manage projects, people and performance.	Champions mentoring and share learning to help colleagues reach their potential.
Colleagues	Enthusiastically articulates GCH's vision, values and customer commitment.	Seek growth opportunities and embrace new approaches.	Consistently provides a high-quality customer focussed service to be proud of.	Takes pride in our organisation, purpose and the role they play in it.	Focusses on our Customer Commitment: Listen > Act on Feedback > Get it Right.	Demonstrates, or actively develops the required technical skills.	Develops and applies knowledge effectively to improve services and resolve issues.
	Aligns personal values to GCH's values and vision.	Continually strives for improved ways of delivering services.	Takes ownership and responsibility, proactive in doing what we say we'll do.	Actively provides and seeks positive and constructive feedback.	Takes the time to understand others, our differences and how we best support and include others.	Adapts to the skill sets required for new processes and technologies.	Shares knowledge and best practices with colleagues.
	Provides solutions that support our strategic objectives and vision.	Embraces change and new approaches with optimism and a can-do approach.	Works as part of one team, collaborating with all colleagues, to provide effective resolutions to customers.	Can-do attitude and belief in own ability to be the difference in the role and challenges faced.	Speaks up if something's not right.	Recognises limitations and takes responsibility for seeking help, support and development.	Maintains knowledge of internal and external context that impact on the sector, our organisation and customers.
	Adapts to role changes that support delivering the long-term vision.	Learns from and uses experiences to drive positive customer focussed change.		Uses positive first and yes language.	Takes pride in role and impact on customers and the community.	Uses the Be the Difference Mindset, Language and Actions toolkit to deliver customer service excellence.	Keeps up to date with legislation and best practices.

								
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Key indicators for individuals who are #BeingTheDifference

Detailed indicators to be used to help identify #BeTheDifference in candidates and colleagues, as well as gaps for development needs.