

**DUNSTABLE TOWN COUNCIL**  
**IIP – Values & Behaviours**

**RESPECT**

- Value your colleagues, at all levels, in all service areas
- Offer and be open to support
- Have confidence to challenge appropriately
- Display empathy through consideration and understanding
- Exhibit ethical and social responsibility

**COMMUNICATION**

- Be an active listener
- Clear and consistent -clarity
- Measured and appropriate
- Regular, professional and consistent
- Ensure it's timely, planning ahead and be aware of effects

**HONESTY & TRUST**

- Be a role model
- Be empowered, with confidence of support to deliver
- Take ownership, hold your hands up and take responsibility
- Be valued, don't doubt your own value

**TEAMWORK**

- Be adaptable, flexible and approachable to work together
- Support your colleagues in all service areas
- Be positive, proactive and use your initiative
- Understand workloads, prioritise your own – the common goal
- Encourage cross department working

**PRIDE**

- Have a 'can do' attitude
- Always strive for success, want to achieve
- Praise and show recognition to colleagues - Job Well Done
- Say Thank you
- Lead by example
- Understand your worth within the organisation – 'The bigger picture' – we all play a part