

Locality, Clinical and Corporate Directors – Behaviour Framework

caring for and about
you is our
top priority

Striving for excellence

- + Talks to service users and staff; remains alert to activity across the patch
- + Demonstrates an unyielding desire to transform the service user experience
- + Creates a culture of openness where mistakes are shared and nothing is hidden
- + Displays a clear and compelling vision for the future which is both inspiring and ambitious
- + Promotes a culture where improvement is driven by the expertise of front line staff

Tailoring Care

- + Focuses on the development of services which adapt around the needs of individuals
- + Works with local partners to develop flexible and responsive services across the patch
- + Ensures internal processes make it easy for colleagues to meet service user needs
- + Provides staff with space and autonomy to develop services on their own
- + Balances delivery of NHS targets and developing services shaped by individual's needs

committed
to providing good quality,
safe services

Maximising value

- + Works with partners to simplify systems, processes and working practices
- + Removes bureaucracy and red tape, eliminating obstacles which can impede others
- + Challenge and motivates individuals and teams to find ways to work leaner and slicker
- + Confident to invest in the long term; accurately weighs up cost benefit and risk
- + Ensures everyone takes responsibility for money being spent wisely/time used productively

Delivering success

- + Provides clarity about what needs to be done; sets realistic and achievable goals
- + Thinks before they act; asks what is really needed and if things will stand the test of time
- + Focuses on solutions and what works rather than problems, crises and failures
- + Makes decisions, implements plans, takes action and follows through on commitments
- + Resilient and positive during difficult times, lifts morale and encourages others

working together
with you to develop
innovative solutions

Working across boundaries

- + Gives straight answers, 'tells it like it is', seen as credible and trustworthy
- + Highly visible and approachable and willing to make time for everyone
- + Ensure their services are fully integrated with the rest of the Trust and local health economy
- + Encourages cross organisational working; breaks down functional barriers within BHFT
- + Gets buy in to changes through getting to know them and understanding the needs of others

Inspiring others

- + Adopts a coaching style; encourages others to find their own solutions
- + Appreciates the differences in profession and background of their colleagues
- + Seeks out excellence/achievements; ensures those who are delivering are praised and valued
- + Confronts underperformance swiftly ensuring negative situations aren't allowed to linger
- + Looks for the best in others, taking a long term view of their potential and performance