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**London
South Bank
University**

Our Values

A Behavioural Framework for
London South Bank University

Adding value, feeling valued

Foreword: Why this Behavioural Framework matters to us



London South Bank University (LSBU) has a history which spans more than 120 years and we cherish our role as a university engaged with its learners and the communities we serve. We are proud of our focus on teaching and research and believe that excellence in this creates the foundation upon which the University will continue to support student engagement, employability and success.

Our Corporate Strategy 2015-2020 outlines our ambitions and overarching mission to be recognised as an enterprising civic University that addresses real world challenges.

With this context in mind, we are working hard to build a working environment that is underpinned by our values of Excellence, Professionalism, Integrity, Inclusivity and Creativity. Continually challenging ourselves to demonstrate these values through our behaviours is critical to the delivery of our strategic goals and to enhancing student and staff satisfaction.

We have published values since 2006, so with the development of the Corporate Strategy 2015 - 2020, we have taken this opportunity to refine and re-engage with these. This Behavioural Framework, which has been developed with staff, is extremely important in ensuring that the way we work together, including our key people processes, are consistent with our values and help everyone to feel they are adding value and feeling valued.

They set out clearly the type of behaviours that we believe everyone who works with or for LSBU need to exhibit – irrespective of role.

The Framework also sets out examples of the standards we must achieve if we are to develop the environment and reputation that retains and supports existing staff and students and attract the best people in the future, whether they work or study at our University.

A stylized, handwritten signature in black ink, likely belonging to Professor David Phoenix.

Professor David Phoenix
Vice-Chancellor & Chief Executive



LSBU Values

Excellence

Professionalism

Integrity

Inclusivity

Creativity

Excellence

At LSBU we are known for working to a high standard and providing a quality service to all

Professionalism

At LSBU everyone takes personal responsibility and accountability, leads by example and inspires others

Integrity

At LSBU we communicate with transparency and respect, creating a working and learning environment based on trust

Inclusivity

At LSBU we celebrate being a diverse and vibrant community, where there are no barriers to inclusion and where we view the differences between people as a source of strength

Creativity

At LSBU we are innovative, generating ideas and opportunities that are useful in solving problems and enhancing the reputation of the University



Excellence

At LSBU we are known for working to a high standard and providing a quality service to all.

What it means

At LSBU we value excellence in our teaching, research, enterprise and professional services. We take pride in doing things well and fostering a culture of ambition to enhance the experience of students and staff.

We demonstrate this individually by:

- Seeking assistance in completing tasks when necessary
- Recognising when something is not working and being willing to change our approach or our goal
- Keeping up to date with latest trends, changes and innovation in our area of work, within and outside LSBU

We see it as counterproductive when individuals:

- Create barriers that prevent delivery of a high standard of work
- Do not take a sense of pride in the work they produce
- Fail to prioritise their own development
- Identify problems without showing willingness to suggest solutions

Why it matters

To our staff and students:

It promotes a sense of pride in LSBU, improving the working and learning experience of staff and students alike.

To our University:

It enhances the reputation of LSBU and enables it to become a leading University.



Professionalism

At LSBU everyone takes personal responsibility and accountability, leads by example and inspires others.

What it means

To create a professional and positive working environment, we need to take personal responsibility and accountability for our actions. Taking ownership of our behaviours will encourage others to do the same. We should all aim to lead by example and inspire others.

We demonstrate this individually by:

- Taking personal responsibility for our actions
- Creating a positive lasting impression on people we come into contact with
- Being punctual and prepared for each activity we engage in
- Being receptive to giving and receiving constructive feedback

We see it as counterproductive when individuals:

- Do not take responsibility for their actions and attempt to blame others
- Ignore problems or challenges instead of addressing them
- Are inclined to say 'I don't know' rather than seeking out solutions
- Fail to encourage and support others to improve processes and achieve goals

Why it matters

To our staff and students:

Empowers staff to take ownership for their actions in providing a more supportive environment for learners and a more customer-focused service to business partners.

To our University:

Creates an efficient and trustworthy organisation that is a good place to study, work in and do business with.



Integrity

At LSBU we communicate with transparency and respect, creating a working and learning environment based on trust.

What it means

As a University we are fair, open and transparent. This means that we develop effective professional practice that creates a trusting and productive working environment.

We demonstrate this individually by:

- Ensuring others receive the credit and recognition they deserve
- Working towards the best outcome for the organisation
- Having open and honest conversations
- Being proactive in addressing issues and events that are in direct opposition to LSBU's values
- Offering support when others appear to be in need
- Observing the highest levels of ethics and probity in conducting University business

We see it as counterproductive when individuals:

- Put their own interests above those of the organisation
- Work to a 'hidden agenda'
- Present other people's ideas as their own
- Undermine colleagues

Why it matters

To our staff and students:

It creates a productive working and learning environment based on trust and confidence in LSBU.

To our University:

LSBU is recognised as an ethical, trustworthy and principled organisation.



Inclusivity

At LSBU we celebrate being a diverse and vibrant community, where there are no barriers to inclusion and where we view the differences between people as a source of strength.

What it means

Accepting difference, embracing diversity and forming relationships based on trust. Creating and promoting an inclusive environment that values diversity. This is done by creating an organisational culture of mutual respect where diverse talents are recognised and utilised.

We demonstrate this individually by:

- Treating every person with respect and dignity
- Readily sharing information, knowledge and skills with team members
- Proactively addressing inappropriate comments or behaviours
- Being prepared to listen to the views of others
- Tailoring communication to suit the needs of the audience

We see it as counterproductive when individuals:

- Undervalue the contributions of others
- Only involve colleagues who support their views in order to achieve their own goals
- Dismiss or disregard others' opinions and ideas in a derogatory way
- Undermine or belittle the work of other colleagues or students
- Assume and adopt a 'one size fits all' approach

Why it matters

To our staff and students:

Creates a working and learning environment where people feel valued regardless of who they are.

To our University:

Makes a positive impact on the University's reputation as an organisation that values diversity.



Creativity

At LSBU we are innovative, generating ideas and opportunities that are useful in solving problems and enhancing the reputation of the university.

What it means

We encourage colleagues and students to be active in generating new ideas, solutions, and ways of working. We provide an environment in which staff and students can engage in experimentation and enhancement activities so that we continue to operate at the leading edge of our academic and professional disciplines.

We demonstrate this individually by:

- Learning from our success and the successes of others
- Utilising and acknowledging the breadth of ideas, experience and knowledge of our colleagues
- Being open to and implementing new ideas and ways of working
- Addressing challenges and improving processes with creative solutions
- Being prepared to learn from mistakes and failure

We see it as counterproductive when individuals:

- Are unwilling to explore new ways of working
- Undermine the effectiveness of agreed change to protect their own interests
- Deliberately fail to explore promising opportunities
- Shut down colleagues' ideas without exploring them fully

Why it matters

To our staff and students:

Empowers all staff to use their knowledge and expertise to contribute to continuous improvement of all aspects of the University's activities.

To our University:

Enables LSBU to develop a positive reputation for being a pro-active and dynamic organisation, able to respond quickly and effectively to challenges and opportunities.



Contact Organisational Development Team

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