

## Managing for Success

This section describes those behaviours that create a climate which fosters, encourages and enables staff to deliver excellent service, continuous improvement and customer care.

**Team Leadership and Vision** Leading, motivating and developing a group of people in a way which builds individual and team capacity to deliver quality services and continuous improvement. It includes improving team performance and effectiveness as well as communicating a compelling vision for the team and individuals within it.

**Developing others** The genuine intent to foster and encourage the learning and development of oneself and others. It involves helping individuals or teams to maximise their potential by focusing on their long term development and being a model for this oneself.

**Developing Creative Thinking** Insightful or innovative thinking based on an understanding of underlying principles. The ability to recognise patterns or to transfer thinking from one situation to another, leading to time and cost savings, as well as enhanced service delivery.

**Managing Performance** Holding people accountable to standards of performance. It includes an aspect of "telling people what to do" and ranges from firm and directive to demanding. It is underpinned by the appropriate use of informal and formal procedures.



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Taking forward **Behaviours for Success**

its not **just** what you do

it's the way that you do it...

A Focus on the Customer

Personal Resourcefulness

Relationship Building

Managing for Success

a great place to work...



## WAYS<sup>2</sup>SUCCESS

### A Focus on the Customer

This section describes those behaviours that relate to how we work with both internal and external customers and service users to provide a customer focused service.

**Customer Orientation** A passionate commitment to aligning services to what customers actually need and raising the levels of satisfaction based on a deep understanding of who our customers are, their needs, wants and perceptions.

**"Can-Do" Approach** Displays positive, flexible attitude. Adapts readily to changing circumstances and actively looks for ways to achieve desired outcomes and overcome problems.

**Continuous Improvement** Being frustrated with the status quo, striving for continuous improvement in service delivery and customer care.

**Communication and Customer Care** Instils trust in our customers through treating them as we would wish to be treated ourselves.

its not **just** what you do it's the way that you do it...

### Personal Resourcefulness

This section describes those behaviours that relate to those inner strengths which enhance our personal capacity to deliver an excellent service.

**Self-Confidence** Instils confidence in others by displaying confidence in one's self.

**Respect for others** Displays a strongly held commitment to openness, honesty, inclusiveness and ethical standards. Recognises and values individual differences and treats people as they would wish to be treated themselves.

**Initiative** This is about being proactive and taking personal responsibility for actions which improve the service now or in the future.

### Relationship Building

This section describes those behaviours that relate to how we work with colleagues and partners. These are about the challenges of working creatively to deliver services in innovative ways.

**Partnership Working** A willingness to work with others outside our traditional team and professional boundaries towards shared goals. The ability to build and maintain networks of contacts with people in order to work co-operatively. It implies adopting creative and innovative approaches and supporting others' initiatives as well as influencing others to support the Council's agenda.

**Team work and Co-operation** The ability to work co-operatively with others as part of a team, as opposed to working separately or competitively. It includes recognising the validity of others' viewpoints.

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