

## ATTA Values and Behavioural Framework

Value	Definition & Purpose	What it looks like	What it doesn't look like
<b>I</b> ntegrity	<b>What:</b> Being honest with yourself, your team and your customers <b>Why:</b> How we communicate and make decisions	<ul style="list-style-type: none"> <li>- Keeping your word: What you say is what you do</li> <li>- Giving honest feedback</li> <li>- Decisions that benefit the business, our customers, and our employees</li> </ul>	<ul style="list-style-type: none"> <li>- Being unreliable: Saying one thing and doing another</li> <li>- Not having honest conversations about hard things</li> <li>- Decisions that benefit the individual only</li> </ul>
<b>N</b> urture	<b>What:</b> Helping each other grow <b>Why:</b> How we treat each other	<ul style="list-style-type: none"> <li>- Having the opportunity to grow through feeling safe to take risks and fail</li> <li>- Genuine care for our business, customers, and employees</li> <li>- Seeking to understand situations</li> <li>- Owning your 50% of problems</li> </ul>	<ul style="list-style-type: none"> <li>- Damaging feedback that doesn't help the individual to grow</li> <li>- Viewing your role as a means to an end</li> <li>- Assuming peoples intend without speaking to them first</li> <li>- Blaming others for problems</li> </ul>
<b>S</b> ervice	<b>What:</b> Actively looking for ways to improve the experience of others <b>Why:</b> How we support each other	<ul style="list-style-type: none"> <li>- Servant leadership: Here to serve</li> <li>- Proactively identifying opportunities to make our customers and employee's smile</li> <li>- Always accessible when needed</li> </ul>	<ul style="list-style-type: none"> <li>- Expecting your team to serve you</li> <li>- Ticking boxes without considering the end users experience</li> <li>- Being too busy to help others</li> </ul>
<b>P</b> assion	<b>What:</b> Connecting your why with our why <b>Why:</b> Our energy and how we celebrate the wins	<ul style="list-style-type: none"> <li>- Finding meaning and purpose in your work</li> <li>- Celebrating the wins and continuously focusing on gratitude</li> <li>- Tackling everyday with sharp focus and not making excuses for incomplete work</li> </ul>	<ul style="list-style-type: none"> <li>- Going through the motions and ticking boxes</li> <li>- Doing the absolute minimum to get by for a paycheck</li> <li>- Focusing only on the negatives</li> <li>- Carrying apathetic energy and not caring about your customers or employees</li> </ul>
<b>I</b> nnovation	<b>What:</b> Always searching for a better way <b>Why:</b> How we think	<ul style="list-style-type: none"> <li>- Limitless pursuit of faster, cheaper, and higher quality solutions</li> <li>- Making people feel safe to express their ideas through exploration and open mindedness</li> <li>- Saying "yes" or "let's discuss" instead of "no"</li> </ul>	<ul style="list-style-type: none"> <li>- Innovations that damage our customer and employee' experiences</li> <li>- Assuming an idea won't work because it didn't in the past</li> <li>- Shutting down ideas without exploration</li> </ul>
<b>R</b> esilience	<b>What:</b> Seeing challenges as opportunities <b>Why:</b> How we respond to setbacks	<ul style="list-style-type: none"> <li>- Focusing on what you can control</li> <li>- Not dropping our standards due to setbacks</li> <li>- Never faltering on our faith and belief in our business mission and vision</li> </ul>	<ul style="list-style-type: none"> <li>- Giving up due to the uncontrollables</li> <li>- Shaping losing beliefs or excuses based on setbacks</li> <li>- Not accepting help and support when needed</li> </ul>
<b>E</b> mpower	<b>What:</b> Providing freedom within a framework <b>Why:</b> How we lead	<ul style="list-style-type: none"> <li>- Prioritising the output over the process</li> <li>- Autonomous and confident decision making</li> <li>- Sharing information freely and taking ownership of your work and decisions</li> </ul>	<ul style="list-style-type: none"> <li>- Micromanaging: Not trusting people to do their job or work autonomously</li> <li>- Always providing the answers so others don't have to think for themselves</li> <li>- Withholding or hiding key information</li> </ul>